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ABSTRACT

Because many different types of service occupations and industries may be involved with tourists, the manual has been developed so that the instructor may add or delete from its content. The manual contains topical outlines and suggestions for instructors in four sessions. Other sections for program development contained in the manual are agenda and class evaluations, films, slides, promotional material, and supplementary information such as tourism statistics, a speech on tourism, a facilities checklist, projects to develop tourism, sources for assistance, and Ohio tourism facts. (MF)

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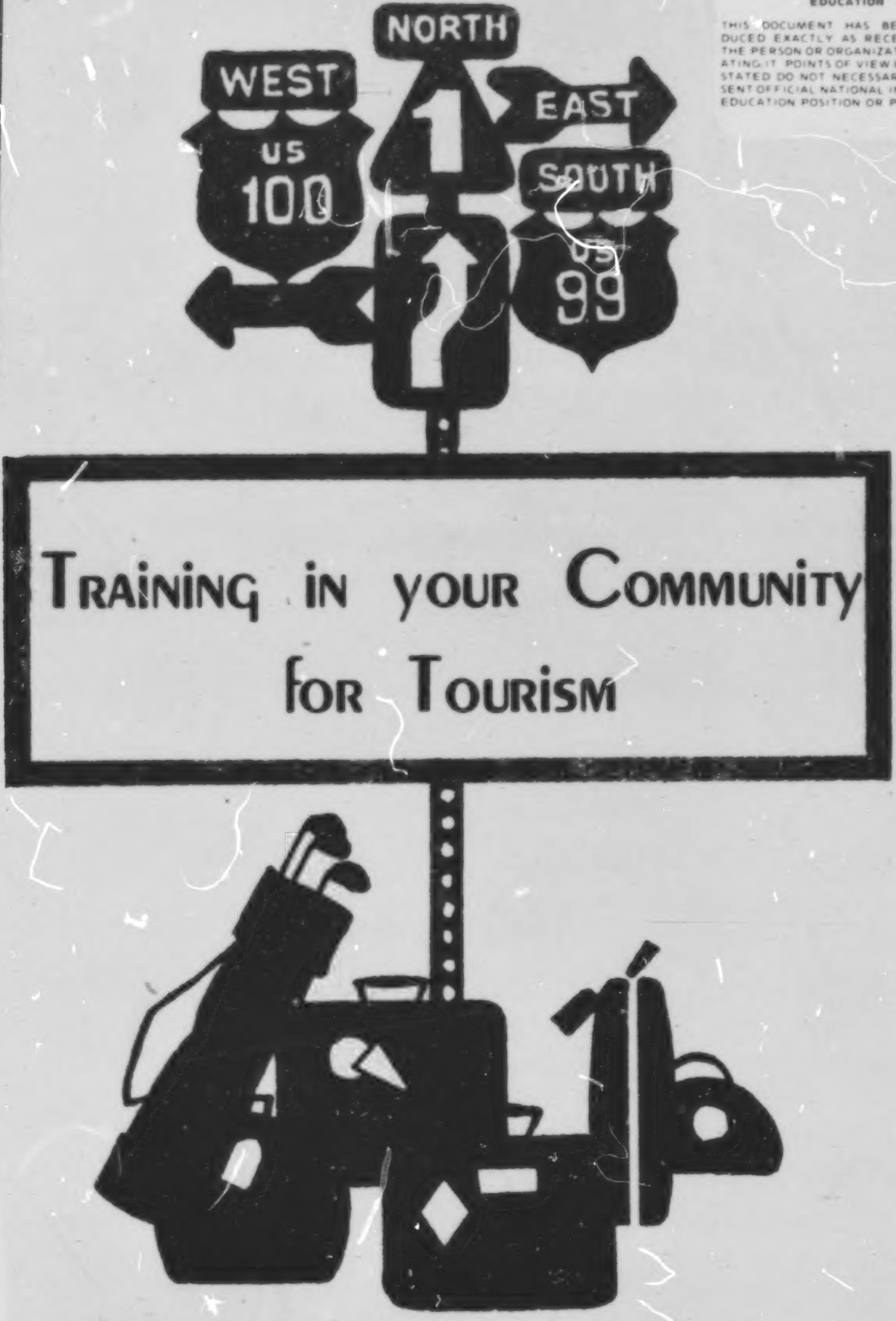
TRAINING IN YOUR COMMUNITY FOR TOURISM



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TRAINING IN YOUR COMMUNITY FOR TOURISM

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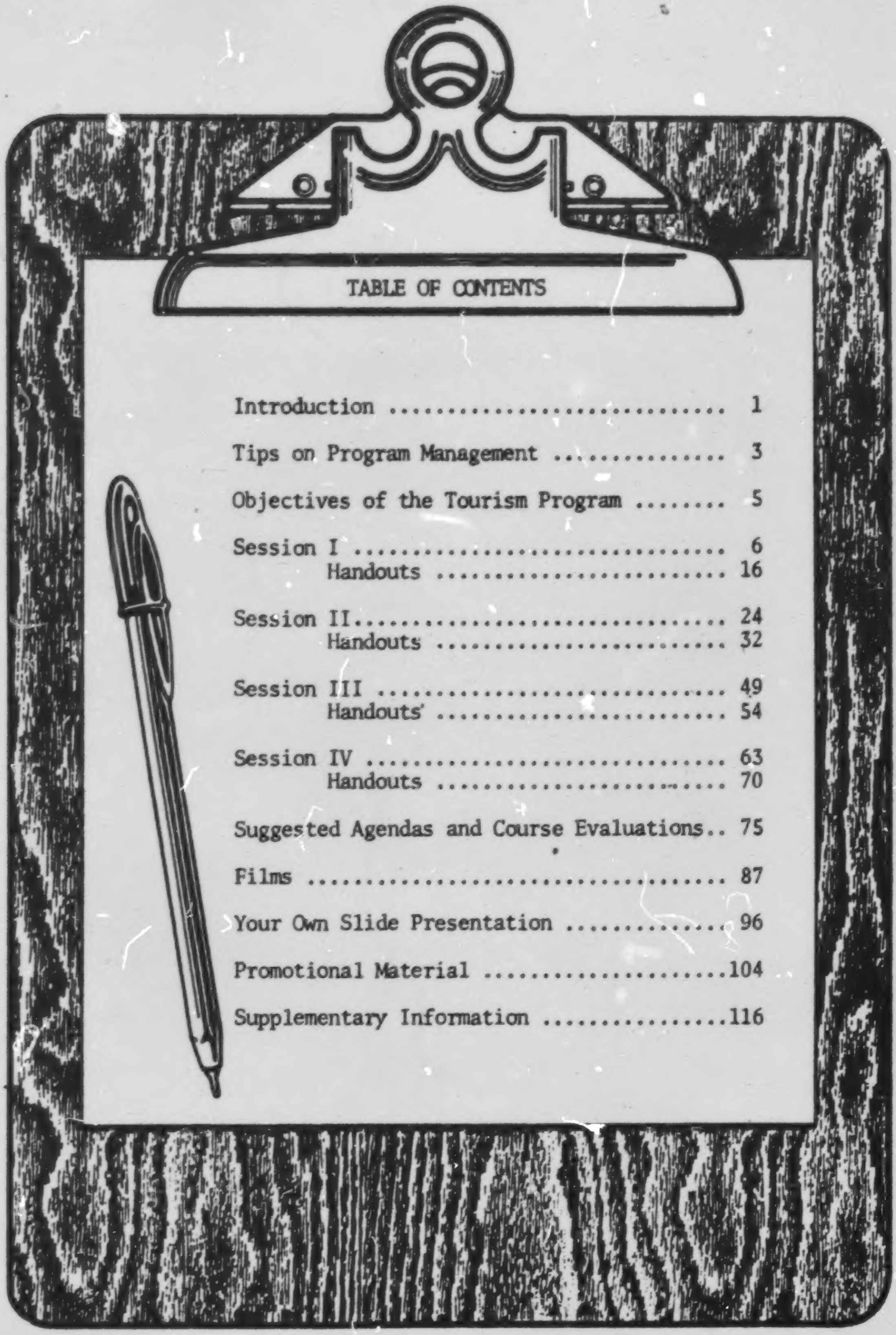

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INTRODUCTION

The tourist industry in the United States has grown by leaps and bounds in the past decade. As a result of progress and growth, the need for more trained individuals is increasingly present. The tourist does so much for today's community it is hard for one to realize the great benefit that they provide in the way of jobs and tax money. To have more efficient, productive people in today's services industries is the goal of every owner and director.

This manual has been prepared to give individuals the basic understanding of what the tourist really does to benefit the local community, state and the nation.

In order to develop tourist training in your locality, some basic questions should be asked:

Do key individuals in your community have any idea as to how may tourists pass through the community in a year's time?

What is the average time a tourist will spend in your community?

What are some of the factors that influence tourists to stay in the community for at least 24 hours?

What is believed to be the average amount of money that a tourist spends in a community if he stays overnight?

How do businessmen in your community encourage travelers to visit and to stay there as long as possible?

Are service personnel trained in any way to deal with travelers in a way that will promote goodwill for the community?

Do service personnel know how to direct tourists to historical centers and other locations of tourist interest and community pride?

Do service people know the names and locations of good entertainment, desirable restaurants, commendable theatres, comfortable hotels and motels, as well as hospitals, funeral homes, and important local industries?

Could the owners and employees of service establishments be convinced of the needs for special training in the area of tourists?

If a tourist program was organized, what would be the best method of recruitment?

Who should pay for such a program?

Would tourist service training for service employees be of value to your community and the individuals who would participate?

Where would a program of this type be held?

What would be an effective way to promote such a program?

Will key individuals in the community help you to promote and organize such a program?

If these questions cannot be answered, then a training program is necessary in your particular community.

I would personally like to thank my secretary, Valerie Morningstar, for her diligence and patience in typing the rough draft of this manual, and also Cathy Ashmore for her assistance in preparation.

Training individuals to develop a more keen awareness of tourism could be a very educational and informative reward for the instructor, because he learns more about the locality in which he lives.

Robert A. Canei

TIPS ON
PROGRAM MANAGEMENT

Conducting a Tourist Training program takes persistence and knowledge on the part of the individual who is organizing the program. Because of so many different types of service occupations and industries that could be working with tourists, this manual has been developed in such a way to let the instructor add or delete from the content.

This manual is broken down into four main sections, 2 1/2 hours each (a total of 10 hours). Supplementary sections for program development are:

1. Agendas and Class Evaluation: In this section, there are sample copies of different agendas and class evaluations that can be used in the program.
2. Films: There are a number of films that can be used in tourist training. These films deal with customer relations, human relations, and public relations; and can be added to your program. Only a few were listed with a brief explanation of the film.
3. Slides: In the section of Promotional Materials is also a sample commentary of a slide program that can be developed in your particular community to promote tourist training.
4. Promotional Material: In this section of the manual are listed a number of aids that can be of help to you in developing a tourist training program in your community.
5. Supplementary Information: In this area is compiled information that can be used in a variety of situations, in the actual program itself, or in preparing instructors with new ideas.

Other suggestions for a successful program are:

A. Number of Participants: The maximum number of participants per class should be 25. More can be in the program, but class discussion will be very limited.

B. Where Do You Get Participants for this Program? Any industry that is directly or indirectly related to tourism will be a good place to start promoting the objectives of this program. They are located in this section of the manual, and entitled "Objectives of the Tourism Program."

C. Recruitment of an Instructor: Adult Distributive Education would be the best place to start in finding a competent instructor. Also, it is very important in tourist training programs to have local people who are competent in teaching skills give certain portions of the program. If these individuals need a brush-up in teaching presentation, an A.I.T. (Adult Instructor Training) program should be offered to them along with a manual published by the Distributive Education Materials Lab, Ohio State University, called "Teacher Tactics."

D. Suggested Methods of Teaching: Actual teaching methods will vary to the preference of the instructor in the program. However, different suggestions are made in the manual to provide stimulation for the group.

E. Class Arrangement: Class arrangement should be in a U-shape design. The instructor for the program should always look a section ahead and be prepared to have a slide projector, 16mm projector, and equipment that will be used in the session he will teach.

F. Handouts: All handouts should be prepared in advance before class. Colored paper should be used because of being more attractive.

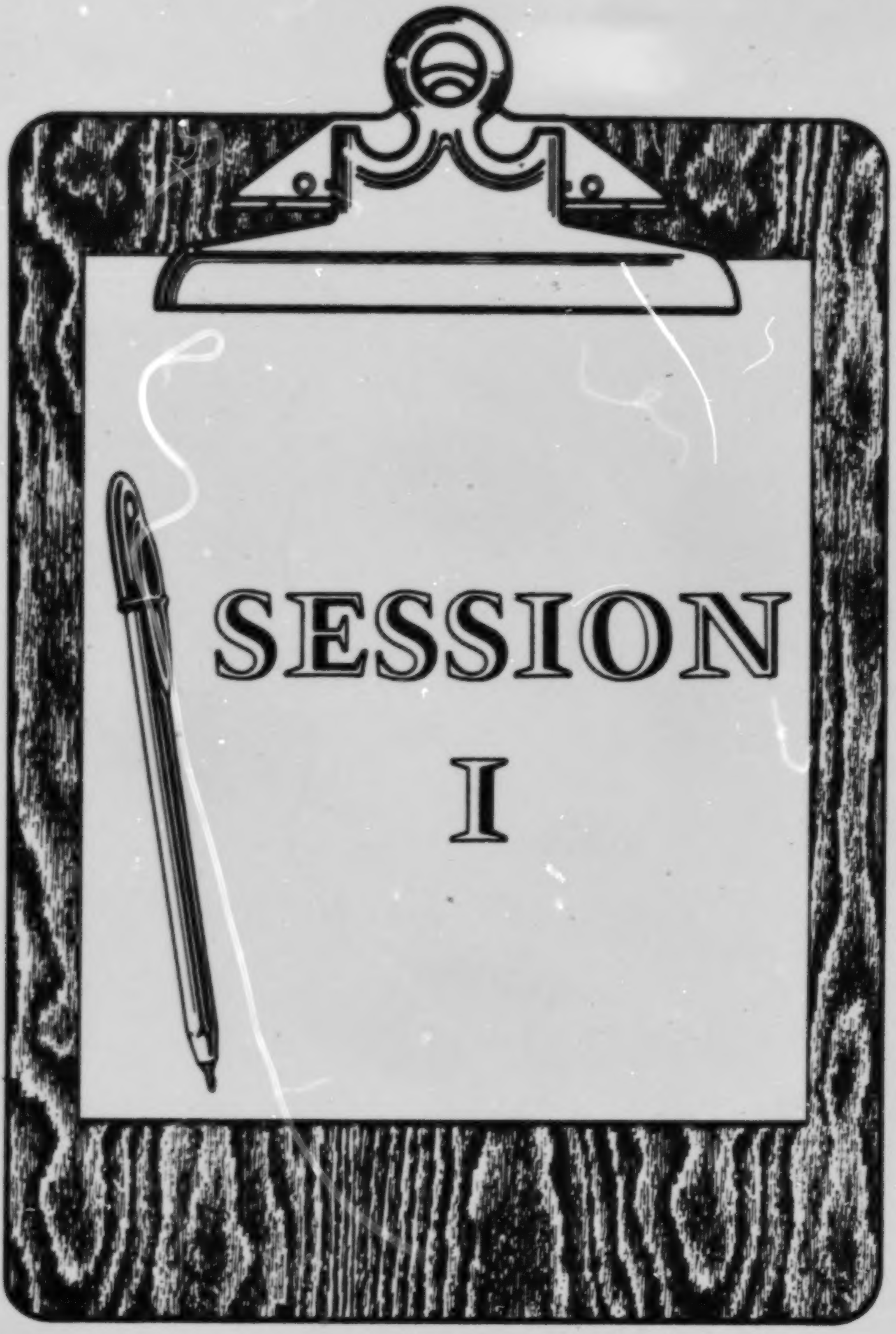
G. Transparencies: If transparencies are used, they should be reproduced clearly enough that there is no blur in reading the copy from the farthest point in the room.

As was mentioned in the beginning of "Tips on Program Management, " this manual can be added to or deleted from, depending on the locality and depending on what the instructor's needs are for the training of his personnel.

OBJECTIVES OF THE TOURISM PROGRAM

This program is designed with the hope that participants shall derive from it qualities which will make them better employees and more successful in their experiences with the traveling public. More specifically, this course should:

1. instill in the employees pride of community.
2. make employees aware of the benefits derived from being courteous to their customers.
3. make employees more proficient in selling.
4. encourage employees to know all points of interest to tourists in the community.
5. encourage employees to know how to give directions.
6. encourage employees to know the location of good restaurants and entertainment.
7. encourage employees to know the location of hotels, motels, and tourist homes.
8. encourage employees to know the location of hospitals, medical centers, funeral homes, and churches.
9. encourage employees to know the location of important industries and various stores.
10. encourage employees to know the location of historical centers, parks, and major roads in and out of the city.
11. to develop what the tourist business means to this state, to the local community, and to various industries in the state.
12. to develop an understanding of the traveler; what motivates him; what he wants and desires.
13. to develop some general methods of serving the traveler.
14. to develop an appreciation of State Tourist Attractions.
15. to develop specific information about local tourist attractions.



SESSION

I

NOTE: All facts and statistics should be constantly updated in presenting this program. Be sure to contact your local Chamber of Commerce or Tourist Bureau.

SESSION I

Topical Outline	Suggestions for Instructors
I. INTRODUCTION OF COURSE	
A. Instructor introduces all guests and people who helped organize the program.	A. Handout: Tent Cards (I-1). Have participants read and fill out. Be informed, put class at ease.
B. Have students introduce themselves.	B. Have each student say a few words about himself, his work, etc. (Keep an eye on the time.)
C. Why are we having this program on tourist training?	C. Draw from group. List the answers on the chalkboard: - more profits - better understanding of the traveler (habits, emotions, etc.) - anything within reason can be listed that would help tourist attractions
D. Importance of the American tourist to a community.	D. If possible, have a guest from Chamber of Commerce speak on the importance of the American tourist to a community. - if you present this material yourself, check the information in the section of this manual entitled "Supplementary Materials" for your presentation.
II. INTRODUCTION TO THE INDUSTRY	
A. Definition of the tourism industry: The combined efforts of all businesses that serve the traveler.	
1. Investments in: a. Buildings b. Equipment c. Products d. People e. Other	1. Explain how all elements, when combined, produce the process by which the industry is built.

Topical Outline	Suggestions for Instructors
B. Kinds of Businesses: 1. Motels, hotels 2. Restaurants 3. Garages 4. Service stations 5. Resorts, recreation 6. Other	B. Draw from group how members think the various types of businesses influence the reaction of tourists to your community. Make it brief. The idea here is to encourage group participation. Ask for other specific types of businesses in your community which deal with tourists.
C. Service Occupations within the tourism industry: 1. Porters 2. Bellmen 3. Desk clerks 4. Telephone operators 5. Hostesses 6. Waitresses 7. Maids 8. Salespeople 9. Bus boys and girls 10. Custodians 11. Information guides 12. Others	C. Become well versed in the duties of each occupation and the importance of the duties to the success of the business. Types of examples that might be used: Jigsaw puzzle - every part equally important regardless of size - one part out, picture not complete. Every worker needed to make business fully successful. Another example: playing ball with team member missing.
D. Characteristics of American Tourist: (The customer of the Hospitality Industry) 1. Size of average family 2. Average amount spent on vacation 3. Length of vacation 4. Mode of travel 5. Distance traveled 6. Income 7. Kind of highway used a. Interstate b. Primary - U.S., State 8. Other	D. Obtain most current information available and keep it current as the figures change rather rapidly. These statistics are necessary to show participants the importance of a traveler once they are in your community.
III. UNDERSTANDING TOURISM To understand tourism depends on relating it to pertinent developments in economics, business, ecology, government, law, psychology, sociology, and even anthropology. Because tourism is	Lecture

Topical Outline	Suggestions for Instructors
so responsive to a variety of developments, statistics must be constantly re-evaluated and updated.	
A. Definition of Tourist/ Traveler	A. Draw from class
1. Tourists defined as "people traveling for pleasure or business, and staying away from home at least overnight." Other definitions. Persons traveling for business, family, mission or meeting purpose. People who travel for the pleasure of traveling out of curiosity and because they have nothing better to do, or just for the joy of boasting about it afterwards.	1. Handout - "Why Do People Travel?" (I - 2)
2. Explain that a traveler is "one who makes a tour, especially one who travels from place to place for pleasure or culture." (Webster)	2. Spend additional time to get a good basis why it is important to understand a tourist.
This could include people on vacation, people on weekend trips, and business people passing through. Remember tourists are not only people outside Ohio traveling in the state or through the state, but people of Ohio, your neighbors, from other Ohio towns.	NOTE: This manual was originally developed for use in Ohio. Substitute the name and information throughout the presentation for your state.
Travelers are people just like the people who make up your community, some are agreeable, some disagreeable. Travelers generally tend to be skeptical; this person feels like a stranger in a	

Topical Outline	Suggestions for Instructors
strange land (even though he may be only 50 miles from home) and that everyone is trying to take his money or is trying to take advantage of him.	
IV. INTERNATIONAL FINANCIAL RETURNS	
A. The travel industry broadly defined, represents a $100 billion activity worldwide.	A. Lecture - Be clear in your presentation concerning statistics.
B. United States residents spend more than $5 billion abroad each year and at the same time, about $2.6 billion is brought in by visitors to this country.	
Question: Why do more visitors go to Europe from the U.S. than Europeans come to our country?	
Answer: Most people will say European are financially not able to travel, but this is not really true of the middle and upper classes of Europe.	
One major reason for this difference is the reputation of Europeans for charm and courtesy to their visitors for the American dollars.	
Do we as Americans have the same reputation?	
V. U.S. RETURNS	
A. Nationally, tourism is $45 billion industry expected to rise to $75 billion by 1976.	A. Handout - "The Tourist Dollar Benefits All." (I-3)
B. For a retail establishment to maintain a 27% gross profit, it must retain 34-35% of its customers.	B. Points to Make:

Topical Outline	Suggestions for Instructors
1. Manufacturing Co. - 20% gross profit - must have 75-85% repeat business.	1. Businesses must have repeat customers.
2. Wholesaling Co. - 15% gross profit - must have 90% repeat business.	2. Even tourist businesses must have some repeat customers.
3. Service Businesses - 30% gross profit - must have 80% repeat business.	3. It costs money to deal with any customer whether he buys or not.
4. Tourist Establishment - 70% gross profit - must have 14% repeat business.	For a retail establishment to make $100,000 gross profit on sales of $400,000, it must have 1 out of 3 customers come back repeatedly. This gross profit covers the cost of employees wages among other operating expenses.
It costs a store operator 35¢ for each customer that come into his store - whether he buys anything or not.	Because of the nature of special tourism businesses, they cannot expect as much repeat business, but certainly do profit by having customers come back at least some of the time. It has been estimated that a tourism business could make about $350,000 gross profit out of sales of $500,000 if they had as much as 14% of their customers coming back again. Remember also, it costs a store operator about 35¢ for each customer that comes into his store - whether he purchases anything or not.
C. Peak period (National Average) 90-120 days for a tourist establishment.	ASK: What months of the year do most tourists come to this community? NOTE: List the answers given on the chalkboard
VI. OHIO RETURNS OF TOURISM	VI. Lecture
A. Since 1964, tourism in Ohio has risen from an annual tally of 16.5 billion travelers to 65 billion travelers in 1970. The money spent by these travelers has grown from $1.4 to $3.6 billion during the same period.	

Topical Outline

B. Ohio residents made 12.8 million trips within the state and Ohio residents stayed overnight 43.4 million times in 1967.

C. Economists generally agree that tourism has become a powerful factor in stabilizing the economies of nations, states, and local governments. In addition to bolstering America's position in the balance of trade, the tourist dollars have been the savior of many states in meeting the zooming costs of education, highways, public health, social welfare, and governmental services. This is especially true in sections of the Midwest where the travel business has now emerged as a principle employment factor and a growing hedge against the need for new tax sources.

D. Impact Translated - Let us consider the impact that 100 tourists per day can have on the community. It means:
- 111 new jobs
- $777,000 in personal income
- $1,120,000 in retail sales
- $78,000 in tax receipts, enough to support 156 pupils
- $144,000 in new bank deposits
- Support of 7 retail establishments
- $252,000 for recreation
- $168,000 for automobiles

Who shares in Ohio"s multi-billion dollar bonanza? Here is the way it is shared in Ohio using a formula of national averages devised by the American Automobile Association's Research Division:

FOOD: 28% or $1.008 billion
RETAIL STORES: 20% or $720 million
TIRES AND AUTO PARTS: 3% or $108 mil.
GAS AND OIL: 19% or $684 million
LODGING: 22% or $792 million
ENTERTAINMENT AND RECREATION: 8% or $288 million

Suggestions for Instructors

Obtain recent facts for your state and update regularly.

D. Handout - "For Every Tourist Visiting an Area." (I-4)

Topical Outline

GOVERNMENT: 15% of state and local tax receipts may be attributed directly to the tourist.

National authorities have been claiming for years that the travel dollar is the fastest moving piece of currency because it changes hands seven times before leaving the locality in which it was first spent by the tourist.

F. Financial Returns

1. Hospitality Angle: reputation of your town, good will for your place of business, reputation of state.

2. Personal Angle: we all get a kick out of a good job well done.

VII. FUTURE OF TOURISM

A. The continued growth of the travel and recreation business is assured for the following reasons:

1. The continued population growth.

2. The trend to larger disposable incomes.

3. Better roads and transportation.

4. More leisure time and longer paid vacations.

Suggestions for Instructors

E. During vacation months - The Ohio Bureau of Travel and Tourism receives (on the average) 3,000 letters per week of requests for information about Ohio. Put on chalkboard:

May through August - 12 weeks X 3,000 = 36,000 letters. (emphasize)

F. Handout - "We Should Be Interested in Travelers Because:" (I-5)

NOTE: The instructor should be aware of the current status of the energy crisis and discuss this where appropriate.

Topical Outline

5. Better education

6. Changing life styles (which include travel as an important part of living).

7. Earlier Retirement.

B. What is a tourist attraction?

1. Tourist attraction, by definition, is anything that attracts tourists.

2. Tourist attractions can be developed in 4 ways:

   a. by capitalizing on a natural, physical characteristic.
   b. by capitalizing on a location.
   c. by capitalizing on a reputation (service).
   d. by creating something out of nothing

C. Probably the most important family tourist attractions are historic sites. They appeal to adults and children as well.

D. A tourist - how he comes to your attraction:

1. 86.5% - automobile
2. 9.8% - airlines
3. 2.3% - bus
4. 1.1% - train
5. .3% - water

E. Tourists want to be:

1. amused
2. entertained
3. instructed
4. enlightened

Suggestions for Instructors

1. Mention - Concerning a particular tourist attraction, remember a few outstanding characteristics or points of interest which make it an attraction, or that it is known for.

Topical Outline	Suggestions for Instructors
F. Tourists want to justify their travel by including important reasons for choosing their vacation plans.	
VIII. YOUR CUSTOMER	
A. You are the key to the travel business in your community.	A. Handout - "Your Customer" (review) (I-6)
1. The average traveler stops at a service station or other retail establishments for information. Give him prompt, courteous, and the proper information.	Illustrate the wrong way such as: a. discourteous manners b. unattentive to needs c. laugh at accents d. incomplete directions e. lack of adequate knowledge
2. People will visit, spend time, and spend money in your town in proportion to the manner in which you do your job.	
3. It takes people to sell merchandise - it takes people to sell travelers to Ohio. Advertising cannot do the full job.	
4. The reputation of your company, your community, your town, will be measured by what the traveler thinks of you.	
B. Must Know and Promote: Self Business Local Area Region State	B. Handout - "Twelve Important Reasons Why People Choose a Place to Visit." (I-7)
In a retail establishment, if a customer is approached after 15 seconds, he has a 40% negative feeling or attitude, 30 seconds, a 60% negative attitude, 1 minute, a 90% negative attitude.	

Topical Outline	Suggestions for Instructors
C. Service is the Key to Good Business.	C. Handout - "Good Business" (I-8)
IX. SESSION WRAP-UP	Ask for questions and review major points if time permits.

Handout I - 1

WELCOME

TO THE

TOURISM TRAINING PROGRAM

Do you know the most important word in the human language? Psychologists tell us that to the individual nothing is so sweet as the sound of his name. It's the first word we learn to recognize in human communication. Since infancy it was usually used in a pleasant context --- so today it always makes us feel good to hear our names.

Let's communicate freely and with a good feeling throughout this program. Break down barriers to communication by getting to know your neighbor and the instructors who are working with you. Get to know as many of the people attending the program as you can. Learn their names and let them learn yours.

The Adult Department has provided you with a tool to help you to recognize the names of the persons attending this program.

TENT CARD

You'll notice this sheet can be neatly folded in half into a handy tent card. Here's how you use it:

1. Legibly print your first and last name and organization on both sides of the fold with the special pen provided. Be sure that your first name appears in larger type than the last. We operate on a first name basis here.

2. Place the card in front of you during all sessions.

NOW................

................HAVE A GOOD, INFORMATIVE PROGRAM!

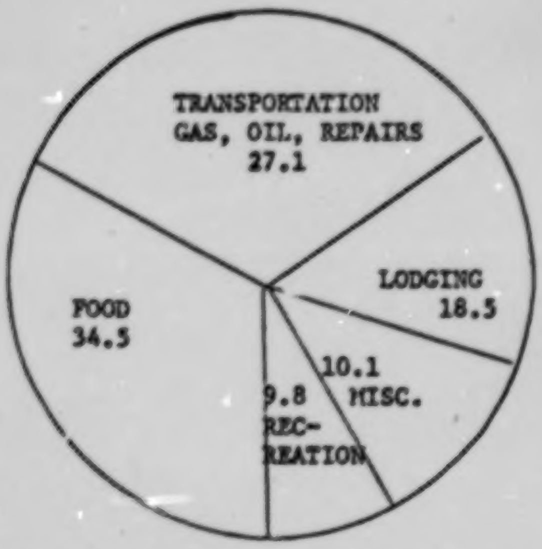
WHY DO PEOPLE TRAVEL?

1. To see how people in other parts of the United States live, work, and relax.
2. To see particular sights.
3. To gain a better understanding of what goes on in the news.
4. To attend special events.
5. To get away from everyday routine.
6. To have a good time.
7. To achieve some sort of sexual or romantic experience.
8. To visit places their family came from.
9. To visit places their family or friends have gone to.
10. Weather.
11. Health.
12. Sports.
13. Economy.
14. Adventure.
15. One's desire for more knowledge and experience.
16. Conformity.
17. To participate in history.
18. Sociological motives.

Handout I - 3

The Tourist Dollar Benefits All

Spending pattern for out-of-state visitors
in Knoxville, Tennessee



One community tagged a Tourist Dollar to find how it traveled about the community for four and one-half days. This was the result:

1. Tourist paid motel bill.
2. Motel operator paid farmer for eggs.
3. Farmer paid gas company for gas.
4. Gas company bought some gasoline.
5. Service station operator bought soft drinks.
6. Soft drinks salesman paid for lunch.
7. Restaurant operator bought table cloths from department store.
8. Department store manager bought some first aid items.
9. Drug store owner bought some ice.
10. Ice manufacturer paid insurance premium.
11. Insurance agent had shoes half-soled.
12. Shoe store owner paid doctor bill.
13. Doctor paid electric bill.
14. Power company bought some window shades from furniture company.
15. Furniture store owner paid fee to attorney.
16. Attorney dropped tourist dollar in church collection plate.
17. Church deposited the dollar in bank.

Rome
PARIS
Tokyo
London
hollywood

Handout I - 4

FOR EVERY 100 TOURISTS VISITING AN AREA

EACH DAY OVER A ONE YEAR PERIOD (36,500 VISITORS A YEAR)
THIS MEANS.....

111 NEW JOBS

$777,000
IN PERSONAL INCOME
EACH YEAR

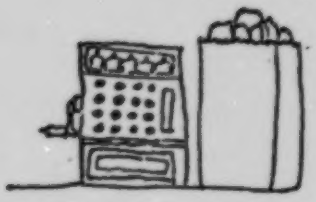
INCOME TO SUPPORT
333 PEOPLE

$144,000
IN BANK DEPOSITS

100 NEW HOMES
OR APARTMENTS

OWNERSHIP OF
133 PASSENGER CARS

TAX MONIES TO EDUCATE
156 SCHOOL CHILDREN



$1,120,000 IN RETAIL SALES
AND SERVICE RECEIPTS
PER YEAR

SUFFICIENT SALES
TO SUPPORT 7 RETAIL
OR SERVICE ESTABLISHMENTS

Handout I - 5

WE SHOULD BE INTERESTED IN TRAVELERS BECAUSE:

Financial Returns:

1. Travel business in Ohio now amounts to more than a billion dollars a year.

2. If each county shared equally in the travel dollar, your county would receive 11 1/2 million new dollars each year. This amount in most instances would exceed the largest single payroll in the county.

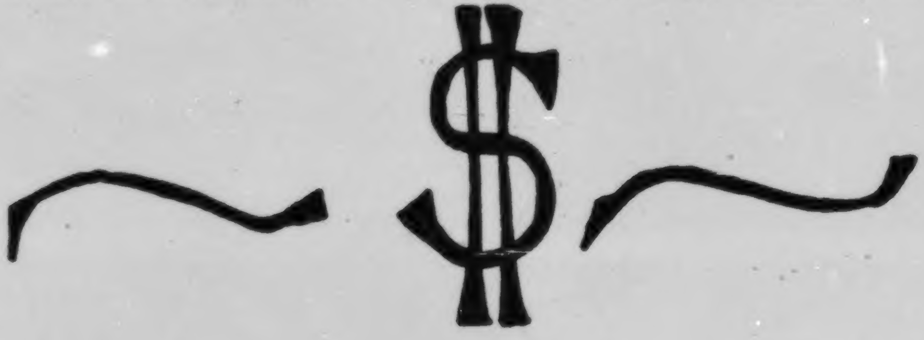
3. Figures show that the average traveler spends $51. per person. Thus, each couple stopping in your county would spend an average of $102.

   A breakdown by industry of the tourist dollar spent is:

Lodging	$12.06
Food and Drink in Restaurants	9.33
Food and Drink in Stores	4.70
Amusements	6.56
Clothing and Footwear	5.94
Gasoline	4.13
Other Automobile Expense	.40
Souvenirs, Gifts, Jewelry	3.69
Drugs, Cosmetics, Tobacco, Photo Supplies	2.09
Services	1.29
Utilities: Lights, Telephone, Gas, etc.	.89
TOTAL	$51.08

It is estimated that 15% of all taxes paid in Ohio come from out-of-state tourists.

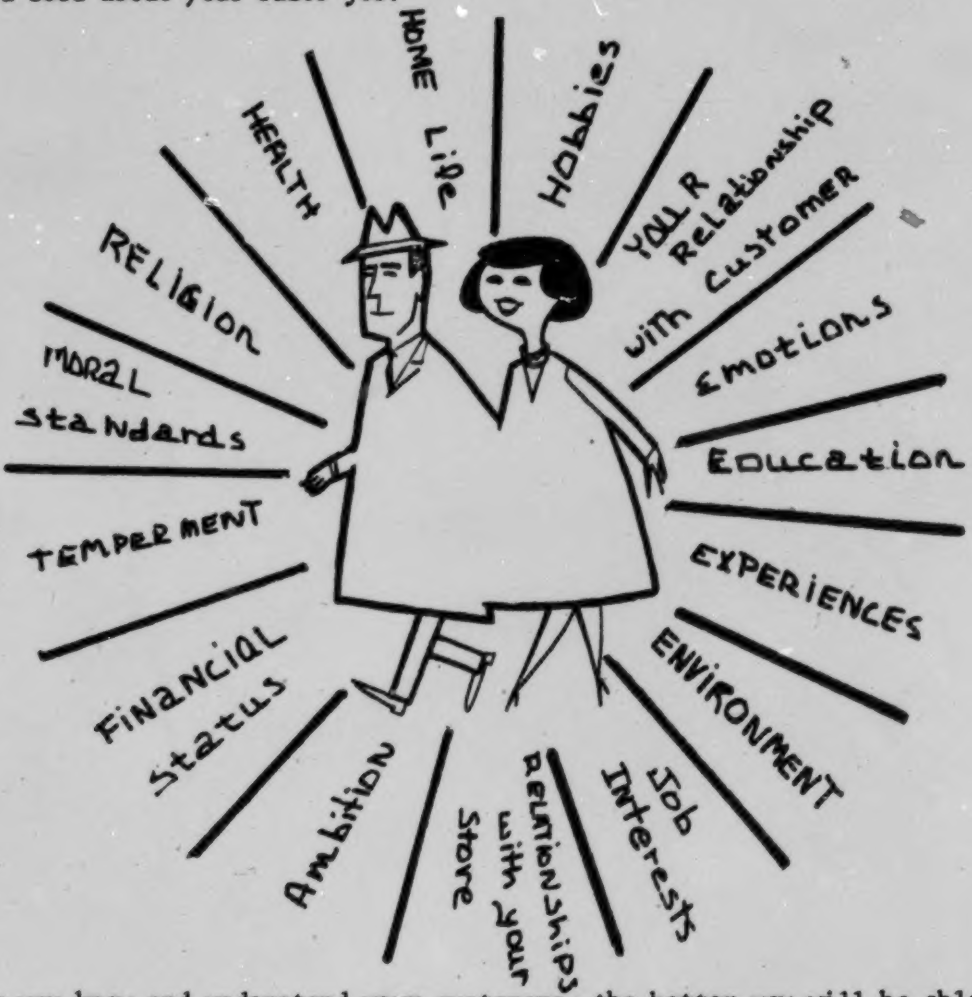
To increase your community's share of the growing travel dollar, you can invite more travelers by courteously serving those who stop in your town. TRAVEL BUSINESS GOES WHERE IT IS INVITED AND STAYS WHERE IT IS WELCOME.



YOUR CUSTOMER ....

Your customer is the sum total of his traits, habits, interests, characteristics, and experiences. All of your customers have good and bad points.

Your customer is motivated and affected by the elements and factors listed below. The following factors will have an important effect on your customer relations, and how you feel about your sales job.


HEALTH
HOME Life
Hobbies
YOUR Relationship with customer
RELIGION
MORAL standards
Emotions
Education
TEMPERMENT
EXPERIENCES
FINANCIAL Status
ENVIRONMENT
Ambition
Relationships with your Store
Job Interests

The better you know and understand your customers, the better you will be able to serve them more effectively.

Remember that each customer is an individual and has a personality all his own.

TREAT EACH CUSTOMER AS AN INDIVIDUAL.

Handout I - 7

12 IMPORTANT REASONS WHY PEOPLE CHOOSE A PLACE TO VISIT

1. Warm, friendly people (service)
2. Comfortable accomodations
3. Beautiful, natural scenery
4. Reasonable prices
5. Attractive customs and way of life
6. Good climate
7. Beautiful creations of man
8. Outstanding food
9. Good shopping
10. Exotic environment
11. Historical or family ties
12. Exceptional recreational facilities

Handout I - 8

GOOD BUSINESS

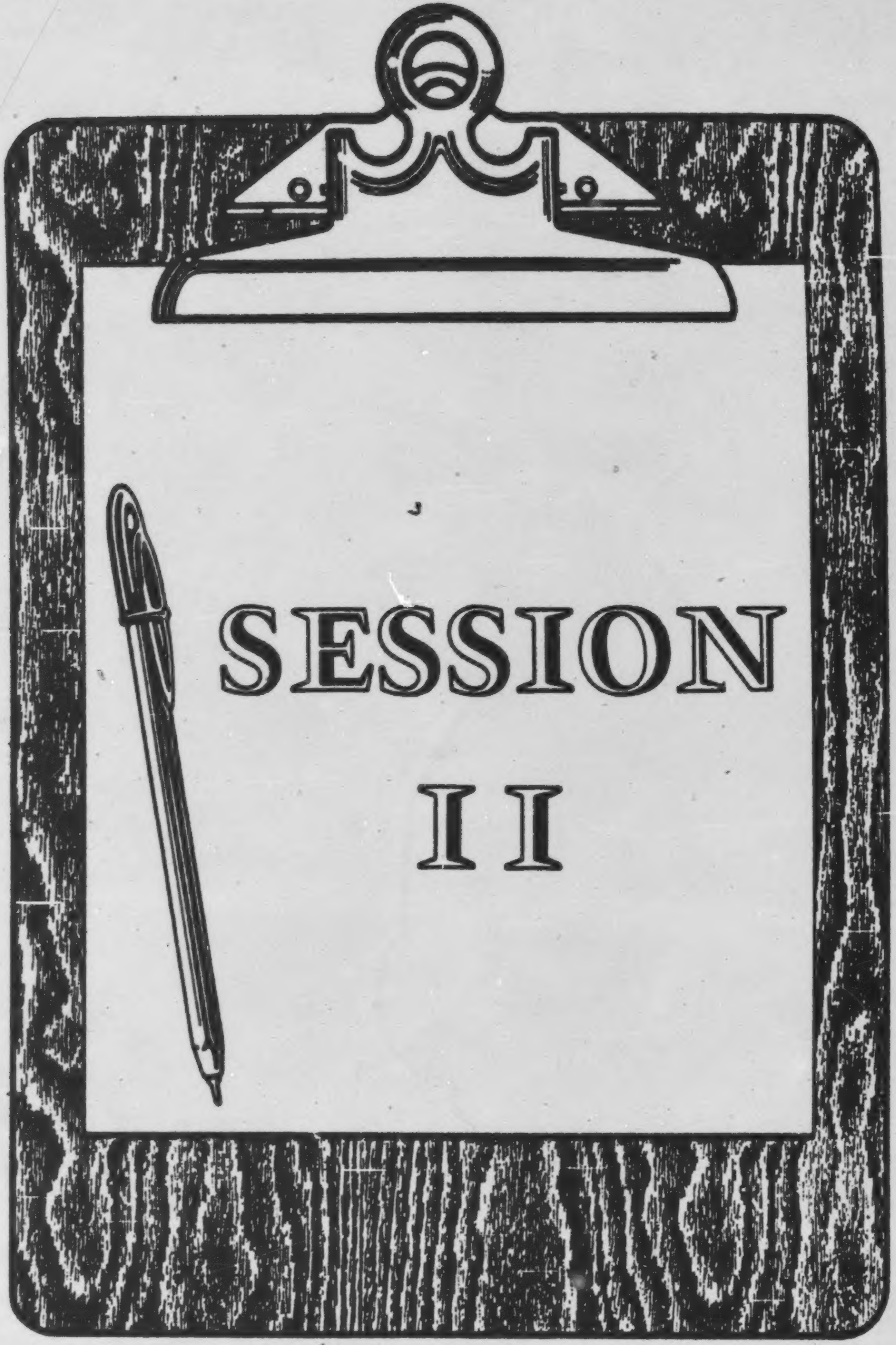
If I possessed a shop or store,
I'd drive the grouches off my floor;
I'd never let some gloomy guy
Offend the folks who came to buy;
I'd never keep a boy or clerk
With mental toothaches at his work,
Not let a man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time
And spends a nickle or a dime
With courtesy and make him feel
That I was pleased to close the deal,
Because tomorrow, who can tell?
He may want stuff I have to sell,
And in that case then glad he'll be
To spend his dollars all with me.

The reason people pass one door
To patronize another store,
Is not because the busier place
Has better silks or gloves or lace,
Or cheaper prices, but it lies
In pleasant words and smiling eyes;
The only difference, I believe,
Is in the treatment folks receive.

It is good business to be fair,
To keep a bright and cheerful air
About the place, and not to show
Your customers how much you know;
Whatever any patron did
I'd try to keep my temper hid,
And never let him spread along
The word that I had done him wrong.

Edward A. Guest



SESSION
II

SESSION II

Topical Outline	Suggestions for Instructors
I. REVIEW LAST SESSION	Emphasize importance of tourist industry in your community.
II. UNDERSTANDING THE TOURIST	
A. The tourist's likes - why he comes back (what he expects of the service worker):	
1. Fair price	
2. Prompt, cheerful, courteous service	
3. Information about community and surrounding area	
4. What to see and do	
5. Clean rooms, tasty food, quiet surroundings	
6. Consideration for his personal needs	
7. To be addressed by name	7. Credit card is a good source
8. Other	
B. Responsibility for satisfying tourists:	
1. Management	
a. Providing adequate and suitable accommodations	
b. Fair prices	
c. Commodities and services as advertised	
d. Adequate and efficient personnel	
2. Service Personnel	2. Instructor should emphasize to the service personnel that, in the eyes of the customer, they are the business.
a. Hospitality	
b. Service	
c. Fair representation of management	
d. Cleanliness	
e. Creating a good public image of the business	Ask: What is Public Relations? e. Handout - "What is Public Relations" (II-I)
C. Developing good public relations through appealing to the human senses:	

Topical Outline	Suggestions for Instructors
1. Sight	1. Stress the all important "first impression." The need for a neat, clean, attractive staff and clean, pleasing physical facilities. Have group members give examples and discuss how customers are affected.
2. Feel	2. Discuss "feel" as it relates to such factors as room comfort, friendly atmosphere of personnel, etc. Get examples from group. (Check with Holiday Inn on availability of film - "Your Attitude is Showing.")
3. Taste	3. Discuss "taste" as it relates to food, dress, decor, etc. Get examples from group.
4. Smell	4. Discuss "smell" as it relates to food odors, motel and hotel rooms (mustiness), etc. Encourage group discussion.
5. Sound	5. Such factors as soft pleasing music, muffled kitchen noises, boisterous talking and laughter among personnel noisy machinery, etc., should be discussed.
II. DEVELOPING GOOD CUSTOMER RELATIONS THROUGH SERVICE PERSONNEL	6. Give participants handout - 'Personal Public Relations Rating Form.' (II-2). Pass out the Handout and give participants time to fill it ou Then list the key on the chalkboard 34-44: Good PR, 24-33: Could stand some improvement, 14-23: Pay attention. Ask participants to pass in the forms for tabulation. At the next session, report on the class results of this self-evaluation.
A. The need for good customer relations 1. By the customer a. Increases travel enjoyment b. Helps to assure a more pleasant vacation c. More nearly assures that customer gets maximum in products and money spent d. Other	A. Have group give instances when good customer relations helped to solve or avoid a problem.

Topical Outline	Suggestions for Instructors
2. By the business	
a. More repeat business	
b. Reduced personnel problems	
c. Less rigid supervision required	
d. Increased volume creates potential for greater profit (tie to a. above)	
e. Improved public image	
f. Other	
3. By the employees	
a. Fosters happier working conditions	
b. Encourages friendship among co-workers	
c. Enhances potential for increasing income	
d. Customer reaction to good relationship practices is generally rewarding through his own pleasant response.	d. Emphasize that although money is important there are other rewarding "incomes" gained through good customer relations.
e. Employee can see the profitable results of a winning personality	e. Ask group to define and discuss "personality." Instructor should have a strong definition of his own to complement, not overshadow those of the group.
	f. Handout - "Proven Personality Polishers" (II-3)
B. Some factors that influence good customer relations	
1. Self improvement of employee	
a. Personality	
b. Character	
c. Knowledge	
d. Skill	
e. Attitude	
f. Reputation	
g. Speech	g. Handout - "Acceptable Pronunciation" (II-4)
2. Management's role	
a. Keeping posted on modern trends	
b. Identifying itself (in person) to customers as often as it is practical	

Topical Outline	Suggestions for Instructors
c. Assuring customers of clean, sanitary conditions	
d. Providing management and employee training to improve and update service	d. Emphasize the ever increasing necessity for continuous training in today's fast changing business processes and procedures.
3. Traits involved in good customer relations a. Appearance - health b. Cheerfulness c. Voice d. Enthusiasm e. Courtesy f. Tact g. Graciousness h. Self-confidence i. Adaptability j. Habits k. Imagination l. Tolerance m. Honesty n. Sincerity o. Loyalty p. Courage q. Intelligence r. Knowledge s. Memory t. Thoroughness u. Punctuality v. Ambition w. Perseverance	3. In discussing these traits, keep in mind the nature of work done by group members as well as their overall backgrounds. The instructor should give ample time and discussion to as many traits as benefit the group. Do not continue beyond point of active group interest and participation. Refer group members to published articles that relate to the application of certain traits. Do not quibble over drawing a fine line between the terms "trait" and "factor" in developing and maintaining good customer relations.
	4. Handout - "An Individual" (II-5)
	5. Handout - "Key Points Developed in Customer Relations" (II-6)
6. Traits influence attitude toward: a. Management b. Co-workers c. Customers	6. Have situations of your own to present and give group members opportunity to describe experiences where traits influenced attitudes.

Topical Outline	Suggestions for Instructors
III. DEALING WITH PEOPLE	
A. Understanding human behavior	A. Have own examples and draw illustrative experiences from group
1. Differences in behavior due to: a. Age b. Cultural background c. Educational background d. Health	
	e. Handout - "What is a Customer?" (II-7)
2. Prompting human urges (why people buy) a. Need b. Desire c. Pride and prestige d. Convenience e. Health f. Safety g. Special occasions (1) holidays (2) vacations (3) entertaining friends	2. Emphasize that business prompts the human urge to buy through providing the best product and the best service possible - discuss specific examples.
3. Basic needs of the tourist a. Food b. Clothing c. Shelter	
4. Importance of good human relations to you and to fellow employees a. To be accepted by others b. To be recognized as an important member of the "team"	
c. To contribute to the overall success of the effort of which he is a part d. Job security e. Job satisfaction	c. Illustrations should be given Discuss how each affects customer relations
f. Self-esteem g. Personal dignity	f. and g. Show how easy it is to make people feel important

Topical Outline

Suggestions for Instructors

5. Ways to get opinions and feelings

*Encourage customer to tell his story to the end.

*Don't interrupt, be a good listener.

*Re-state your story in your own words.

*Do not assume a superior or critical attitude.

*Respect all confidences.

*Recognize customer's point of view, even of you may not agree with it.

*Expect alibis and give them their proper value.

*Be sincere and understanding.

*Be apptoachable, show willingness to listen.

*Keep interview a discussion, not an argument.

*Don't jump to conclusions, avoid snap judgments.

B. Service worker's obligations

1. To have a sincere interest in the customer's needs and well-being
2. To keep up-to-date on new information and techniques
3. To see that every duty for which he is responsible is performed efficiently
4. To meet the schedules
5. To understand and abide by company policy
6. To make every personal contribution possible to the success of the business

Topical Outline	Suggestions for Instructors
7. To avoid conflicts a. Tact b. Understanding c. Sympathy d. Helpfulness e. Other ways	7. Film - "You and the Customer" (II-8) Handout - "Human Relations in Business" (II-9)
8. Communications a. Oral What if he wants to know: Specific directions - To give directions: (1) Take the position that the traveler is totally unfamiliar with the surroundings. (2) Locate the person as to his present location. (3) Give specific directions step by step: map, landmarks, sketch on paper, indicate distance. (4) Check to be sure he understands (Let him repeat directions)	a. Make the following flash cards and show each as you introduce topic: "What Traveler Wants to Know" -Specific directions -About accomodations -About places of interest -General Information b. Take a tourist attraction locally and fill in handout - "Items to Consider When Giving Travel Information" (Work with group) (II-10) c. Handout - "What Do You Know About Your Community" Have class obtain information so they can fill it out in group session at next meeting. (II-11) Handout II-12: What Do You Know About Your Community (already filled out as a sample)
d. Written 1. Necessity for clarity	d. Handout - Can You Follow Directions? (II-13) The purpose of this handout is when one gives written directions he must have a simple, clear, and easy way of putting directions down on paper. Handout - A Good Report (II-14)

Topical Outline	Suggestions for Instructors
9. Do You Have This Questionable Behavior?	
a. Singing or whistling on the job b. Chewing gum c. Smoking in presence of customers d. Primping e. Talking too loudly f. Bored expression g. Displaying pessimism	SAY: "Let's all try to change our behavior during the next week."
IV. SESSION WRAP-UP	Review important points and remind them of the assignment.

Handout II-1

WHAT IS PUBLIC RELATIONS ?

"Public Relations is a planned program of policies and conduct. An institution's relations with the public are determined by how it lives rather than by the mere telling of its story."

"Public Relations in Management"
by Wright and Christian

"Public Relations is simply the task of interpreting your company and its products to the public."

Edward L. Bernays
Public Relations Council, Kelvinator

"Public sentiment is everything.
With public opinion nothing can fail:
Without it, nothing can succeed."

Abe Lincoln

"Public Relations is to business what good manners and morals are to an individual."

"Good Public Relations is to business what melted butter is to popcorn."

"Public Relations in the broad sense is not a specialized activity like merchandising, customer services, publicity, personnel and selling. It is rather something that cuts through all of these activities as the theme for each."

Source Unknown

"We need not so much a fresh definition of Public Relations as a fresh point of view with regard to it. A good position with the public for any company must start with good policy. Next comes the application of policy by the public."

Paul Garrett, Vice President
General Motors Corporation

"What to repeat is Good Public Relations? Good Public Relations is good performance publicly appreciated. It is a corporate way of life. Business must first do a job that people can think well of, and then intelligently and deftly call attention to it. For most people appraise business not only by the price and quality of its product, but as a neighbor and citizen."

Fortune Magazine

"He who has a thousand friends
    Has not a friend to spare;
But he who has one enemy,
    Will meet him everywhere."

Emerson

Handout II-2

PERSONAL PUBLIC RELATIONS RATING FORM

	1	2	3	4
Do you like to meet people?				
Do you smile a lot?				
Do you make an effort to remember names of people to whom you've been introduced?				
Do you care what people think of you?				
Do you offer your hand first during introductions?				
Do you listen well? (Yes, always - 4)				
Do you attempt to hold up your end of the conversation? (Yes - 4)				
Do you talk too much? (No -4)				
Do you talk too little? (No - 4)				
Do people remember you?				
Column Totals				
Grand Total				

INSTRUCTIONS: Rate yourself - honestly - on your PR factors as indicated in the following questions. One (1) means "not so good" up to four (4) for "tops." After checking the appropriate box, add up your total score. Do not put your name on this paper.

PROVEN PERSONALITY POLISHERS

Try to develop a positive habit to replace an objectionable one. In time, your way of acting will overcome your old one.

Search for ways to divert your anger and aggression. Take time to think of something complimentary to say before lashing out at someone, and you'll find your anger cooling off. But don't bottle up your anger when annoyed by a situation. Instead, analyze why it arose and look for a constructive solution.

Learn to be flexible --- to compromise. See every situation through the eyes of the other person as well as through your own.

Study people you admire to find out what it is about them that attracts you. You don't have to "copycat" their traits and mannerisms. Instead, fit them to yourself and the way you wear them will make you different.

Develop a sense of humor --- especially be able to laugh at yourself.

Learn to disagree agreeably. No intelligent person expects you to "rubber stamp" all his ideas, but he does expect politeness and rationality when you disagree with them.

Bring enthusiasm into every task. After all, anything worth doing at all is deserving of enthusiasm. To be enthusiastic is to give your entire personality a glow.

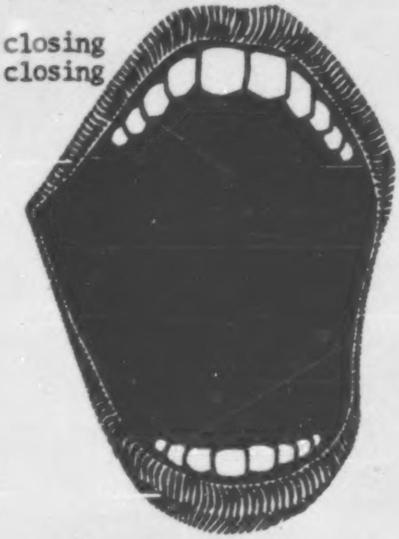
Handout II - 4

ACCEPTABLE PRONUNCIATION

Numeral	Sounded Like	Principal Sounds
0	oh	round and long o
1	wun	strong w and n
2	too	strong t and long oo
3	th-r-ee	a single roll of the r, and long ee
4	fo-or	strong f, long o, and strong final r
5	fi-iv	i changing from long to short, strong v
6	siks	strong v
7	sev-en	strong s and ks
8	ate	long a, strong t
9	ni-en	stong n, long i, well-sounded en

Letter	Sounded Like	Principal Sounds
J	Jay	strong j and long ay
R	ahr	strong r
M	em	strong e, strong m
W	dubble-yoo	full value given to every syllable
F	ef	short e and strong f
Y	wi	strong w, long i
X	eks	short e, strong ks

Vowel	Sounded Like	As In	Approximate Position of Mouth
A	ah	father	open
A	ay	ate	half open
A	aw	call	open; lips slightly rounded
A	a	hat	half open
E	ee	he	almost closed
E	e	met	slightly open
I	eye	kite	open; then closing
I	ei	it	half open
O	oh	hot	open
O	oo	old	open; lips round
U	yu	flute	half closed; then round
U	uh	hut	half open
OI	aw-i	oil	open; then closing
OU	ah-oo	south	open; then closing

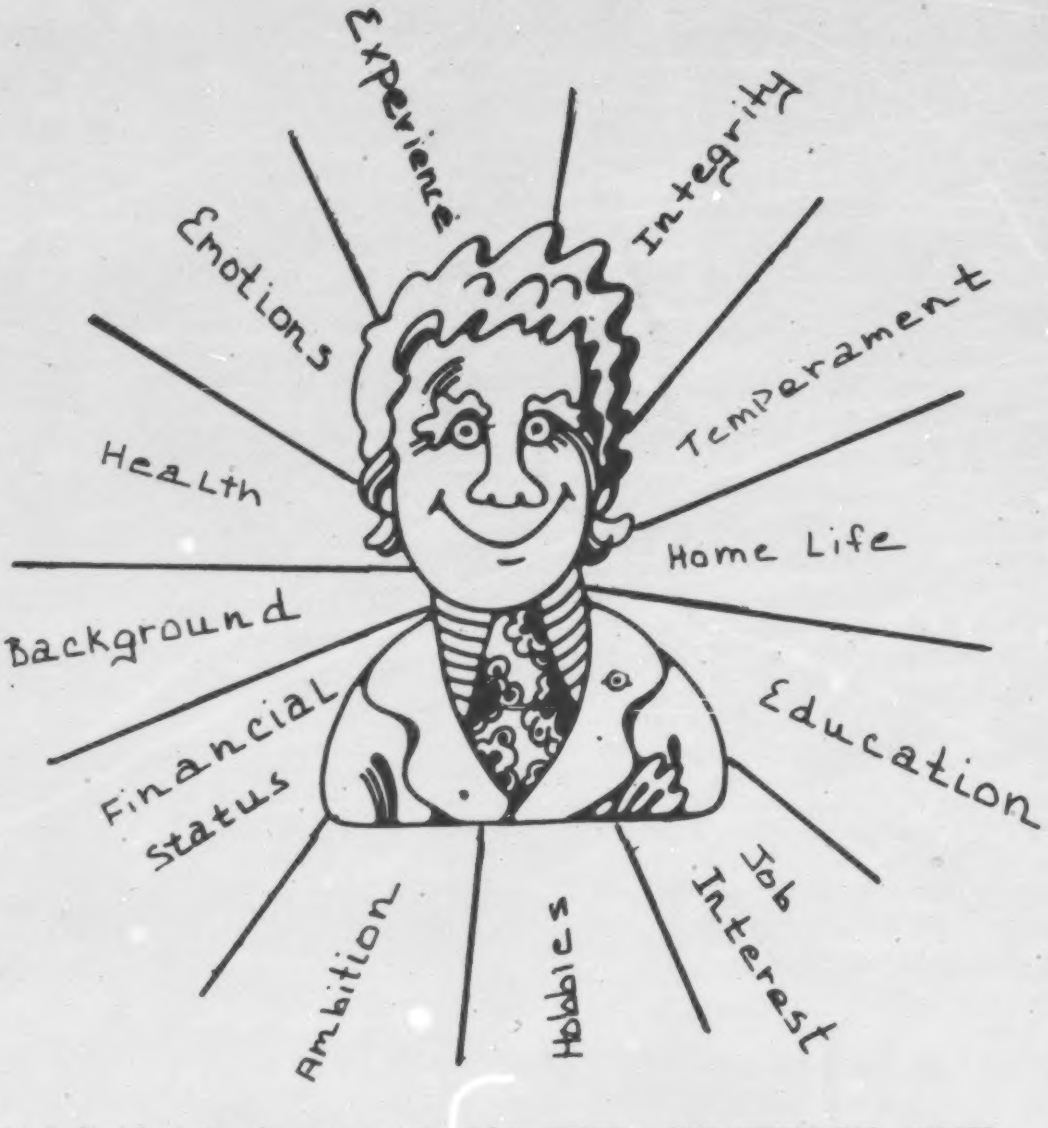


Indistinctiveness of speech is caused by:

1. The "immovable jaw"
2. The "idle tongue"
3. "lazy lips"
4. Too much speed

Handout II - 5

AN INDIVIDUAL


Experience
Integrity
Emotions
Temperament
Health
Home Life
Background
Education
Financial Status
Job Interest
Ambition
Hobbies

An Individual is the sum total of his TRAITS, CHARACTERISTICS, HABITS, BELIEFS, INTERESTS, EXPERIENCES ... his STRENGTH, and his WEAKNESSES.... GOOD QUALITIES and SHORTCOMINGS ....

Handout II - 6

KEY POINTS DEVELOPED IN CUSTOMER RELATIONS

Where Service is Sold

1. Treat each customer as an individual.

2. Sell a variety of services in order to please ALL CUSTOMERS.

3. Some customers are disillusioned because:
    Services are not fully explained.
    Services are not as advertised.
    Services sold to them do not fulfill customer's needs.

4. During peak periods we must:
    Remain calm.
    Help all customers.
    Help all customers adjust to the situation.

5. Customers sometimes doubt people who sell because:
    Claims have been exaggerated.
    Statements have been ridiculous.
    People who sell do not always listen to the customers.

6. Customers are entitled to the same services at the close of the working day as customers contacted earlier in the working day.

7. Men are customers, too, but:
    Men are often reluctant to ask for exactly what they want.
    Men are value-conscious and often ask, "Of what value is this to me?"

8. Customers should never be judged by the clothing they wear.

9. Employees who have no direct contact with the public should do the work in a fashion that will help maintain good public relations.

10. Customers like to be approached promptly and pleasantly.

11. Customers should be sold the service or services that they consider most beneficial to them.

12. Explain fully to customers the services about which they inquire and sell them additional or new services too.

13. Sell the customer the benefits of the service or services as well as the service.

Handout II - 7

WHAT IS A CUSTOMER

A CUSTOMER is the most important person in any business.

A CUSTOMER is not dependent on us --- we are dependent on him.

A CUSTOMER is not an interruption of our work --- he is the purpose of it.

A CUSTOMER does US a favor when he calls --- we are NOT doing him a favor by serving him.

A CUSTOMER is part of our business --- not an outsider.

A CUSTOMER is NOT a cold statistic --- he is a flesh-and-blood human being with feelings and emotions like our own.

A CUSTOMER is NOT someone to argue or match wits with.

A CUSTOMER is a person who brings us his wants --- it is our job to fill those wants.

A CUSTOMER is deserving of the most courteous and attentive treatment we can give him.

A CUSTOMER is the lifeblood of this and every other business.

Handout II - 8

ADULT EDUCATION

Springfield-Clark County Joint Vocational School

Resume of film: YOU AND YOUR CUSTOMERS
Produced by: Small Business Administration
Type: 16mm. sound/color
Time: 12 minutes

THEME: In this competitive society, the customer makes the decision as to when and where to buy. Thus, it is paramount that the businessman cultivate good customer relations is he is to survive. This film explores customer relations in various retail businesses in an attempt to show the viewer how good customer relations are attained.

1. Cultivate good will in the community. This creates good will toward you and, in turn, profits; human relations between retailer and customer are of singular importance.

2. Handling complaints. Attitude is most important. Complete replacement of a defective purchase without complaint or resentment is usually the desired course of action. A satisfied customer of long standing is the best asset a business can have.

3. Maintaining an image. The store is judged by its personalized service, in many cases, and by each employee. EX: The careless driving of a hot-rod delivery boy may be associated with the store, as the name of the store is on his panel truck.

4. Don't talk too much and don't force advice on the customers. Give customers a chance to browse and to think. Particularly when contemplating major purchases, such as stereos, autos, color t.v.s, and expensive camers, the customer is rarely in a hurry. Give him time to think and to look, but be prepared to take plenty of time to answer his questions and to offer advice and help when needed.

TODAY'S CUSTOMER EXPECTS MORE!!!!!

THE SELLER WHO OFFERS PERSONAL SERVICE, WHO DOES MORE THAN IS EXPECTED, IS MORE LIKELY TO MAKE THE SALE!

Handout II - 9

HUMAN RELATIONS IN BUSINESS

A Study of People

I. People are alike in their basic "wants."

1. They want to work.
2. They want approval.
3. They want to think and act as individuals.
4. They want to get ahead.

II. People differ in the "methods" they use to gain the things they want.

1. Some progress through good job performance.
2. Some progress through assistance of friends.
3. Some progress by using unfair work methods.
4. Some progress by holding others back.

Foundations for Getting Along with Co-Workers

1. Treat and know people as individuals.
2. Recognize that people's moods are unpredictable.
3. Don't pass the buck.
4. Be loyal to co-workers.
5. See promotion on your own merit.
6. Build department morale.

The Foundations for Good Relations with Management

1. Be sold on the aims, purposes, and outcomes that your employer or supervisor has in mind.
2. Be loyal to your supervisor and uphold his decisions before other employees.
3. Make the best use of constructive criticism.
4. Contribute new ideas for the advancement of the organization.
5. Assume and carry-out responsibilities when assigned by management.
6. Recognize the supervisor as a human being, subject to varying moods.

ITEMS TO CONSIDER WHEN GIVING TRAVEL INFORMATION

1. Place to be visited (brief description of point of interest).
2. Length of time required to make this visit.
3. Available transportation.
4. Costs involved.
5. How to get to place of interest (Give exact directions from your place of business and/or from a centrally located landmark in your city).
6. Need for special precautions (roads, etc.).
7. Recommended wearing apparel.
8. Side trip that would complement main visit and be along same route.

PARIS
CHICAGO
PORTUGAL
africa
RENO
Caribbean
MEXICO
Rome

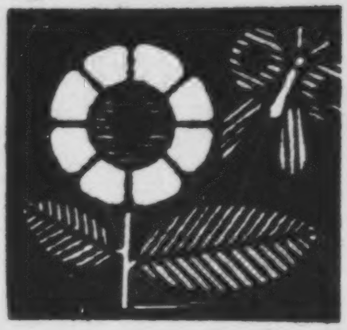
Handout II -11

WHAT DO YOU KNOW ABOUT YOUR COMMUNITY?

Can you answer these questions about your community and nearby areas?????

1. How did this town get its name?
2. What industry employs the greatest number of people here?
3. Where is the Chamber of Commerce located?
4. Where is the Western Union located?
5. Where is the post office?
6. Are there any colleges in your area? Where located?
7. Where is the library?
8. What is the population of this town?

9. Where is an attractive place for a picnic?
10. What is the altitude here?
11. Can I go fishing here? Where?
12. We can only stay here two days; what do you recommend we try to see?
13. The kids want to ride horseback; where do we arrange for that?
14. Do you have any service clubs here? What ones?
15. Are there any detours or road hazards on the highway leaving here?
16. What flowers can I get some pictures of now?
17. Where can we go to play golf while we're here?
18. Where will I find the Tourist Bureau?
19. Are there any parks or resort areas nearby?
    - a. what kind of accomodations are there?
    - b. are reservations necessary?
    - c. how do I get there?
    - d. is it a good place for children?
    - e. what kind of clothes are needed?



20. What churches do you have here?
21. Do you have any museums around here? Where located?
22. Where can I get services for my automobile?

Handout II - 11 (cont.)

23. Do you have special traffic rules?

24. Where can I get emergency road service?

25. Where can I find a doctor? Hospital?

26. What can I buy that is typical of this community?

27. Where can I get some food in a good, clean restaurant?

28. What is the average temperature here? How much rainfall?

29. What is there of historical importance?

30. What are local activities, events, shows, parades, fairs, and outstanding attractions?

Add Here Other Information About Your Community:

31. ____________________________________

32. ____________________________________

33. ____________________________________

34. ____________________________________

35. ____________________________________

Handout II - 12

(Instructor's Sample)

WHAT DO YOU KNOW ABOUT YOUR COMMUNITY?

Questions most asked about our community and nearby area.

1. How did Roscoe get its name?

   Named after William Roscoe, an English poet and abolitionist. Name changed from Caldersburg by Noah Swayne, developer.

2. What industry employs the greatest number of people here?

   Cyclops, Clow, General Electric, Novelty Advertising center of the U.S. In Roscoe, the Warehouse employs the most people.

3. Where is the Chamber of Commerce located?

   Chestnut Street, across the brisge in Coshocton, on north side of the street.

4. Where is the Western Union located?

   Park Hotel on Main Street, across from Court House.

5. Where is the Post Office?

   Chestnut Street, between Fifth and Sixth Streets.

6. Are there any colleges in your area? Where located?

   Coshocton Business College on Main Street, Practical Nurses on Main Street, Muskingum Branch at the High School.

7. Where is the library?

   Andrew Carnegie Library on Chestnut and Fourth Streets.

8. What is the population of this town?

   Coshocton - 15,000 Roscoe - 600

9. Where is an attractive place for a picnic?

   Triple Locks, Lake Park

10. What is the altitude here?

    976 feet

11. Can I go fishing here? Where?

    Lake Park, Woodbury (wildlife area), Rivers, 6 mile dam.

Handout II - 12 (cont.)

12. We can only stay here two days, what do you recommend we try to see?

Roscoe Village, Museum, Canal Boat, Mural at Coshocton National Bank, White Woman's Rock, Old Stone Fort, covered bridge.

13. The kids want to ride horseback, where do we arrange for that?

Rock Run Stables, Route 2, Coshocton

14. Do you have any service clubs here? What ones?

Most of them; Lions, Rotary, Kiwanis

15. Are there any detours or road hazards on the highway leaving here?

only temporary ones.

16. What flowers can I get some pictures of now?

seasonal flowers, wild flowers, blooming shrubs.

17. Where can we go to play golf while we're here?

Hill Top, River Green, Hickory Flats

18. Where will I find the Tourist Bureau?

416 Main Street, Roscoe Village Promotion Department and Chamber of Commerce

19. Are there any parks or resort areas nearby?

Playgrounds, Roscoe Village

20. What churches do you have here?

In Roscoe: Methodist, Mennonite.
In Coshocton: all denominations, except Greek Orthodox and Unitarian.

21. Do you have any museums around here? Where located?

Johnson-Humrickhouse Museum at Sycamore and Second on north side of the street.

22. Where can I get service for my automobile?

Shell station in Roscoe at square.

23. Do you have special traffic rules?

Posted speed limits.

24. Where can I get emergency road service?

AAA, consult phone book.

WEST
US
100
NORTH
1
EAST
SOUTH
US
99

25. Where can I find a doctor? Hospital?

Doctor service available for out-of-towners at Emergency Room at Hospital on Orange Street.

26. What can I buy that is typical of this community?

hand crafts, swiss cheese

27. Where can I get some food in a good, clean restaurant?

Old Warehouse, Captain Ny's Sweet Shop, L & K Restaurant.

28. What is the average temperature here? How much rainfall?

Average Temperature in January: 20.7 degrees July: 72.4 degrees
Average Rainfall: 30.27 inches

29. What is there of historical importance here?

Roscoe Village and Canal Locks

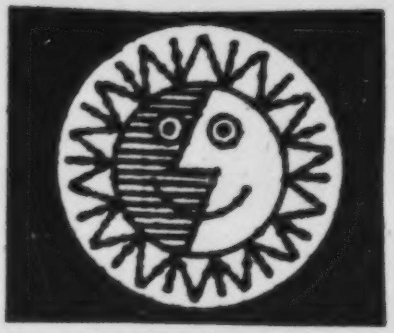
30. What are local activities, events, shows, parades, fairs and outstanding attractions?

Canal Days Festival, Coshocton County Fair, Christmas in Roscoe, Apple Butter Stir.

31. Add here other information about your community:

Other things to see:

Old Mill at Warsaw
Tunnel Hill, tunnel with narrow guage railroad
Cheese House at Pearl
Mohawk Dam



Handout II - 13

CAN YOU FOLLOW DIRECTIONS?

A. Read and do test. (Time limit: 3 minutes)

1. Read everything before doing anything.
2. Put your name in the upper right hand corner of this paper.
3. Circle the word name in sentence two.
4. Draw 5 small squares in the upper left hand corner of this paper.
5. Put an "X" on each square.
6. Put a circle around each square.
7. Sign your name under the title of this paper.
8. After the title, write yes, yes, yes.
9. Put a circle around number seven.
10. Put an "X" in the lower left hand corner of this paper.
11. Draw a triangle around the "X" you just put down.
12. Draw a rectangle around the word "paper" in the sentence number four.
13. Call out your first name when you get to this point in the test.
14. If you think that you have followed directions carefully to this point, call out, "I have."
15. On the reverse side of this paper, add 6950 and 9805.
16. Put a circle around your answer.
17. Count out loud, in your normal speaking voice, from ten to one.
18. Do a simple sketch of your supervisor on the reverse side of this paper.
19. Put three small pin or pencil holes in the top of this paper.
20. If you are the first person to get this far, YELL OUT, "I am the first person to get to this spot and I am the leader in following directions."
21. Say out loud, " I am nearly finished. I have followed directions."
22. Now that you have finished reading carefully, do only those things called for in the sentences numbered 1 and 2. Did you read EVERYTHING before doing ANYTHING?

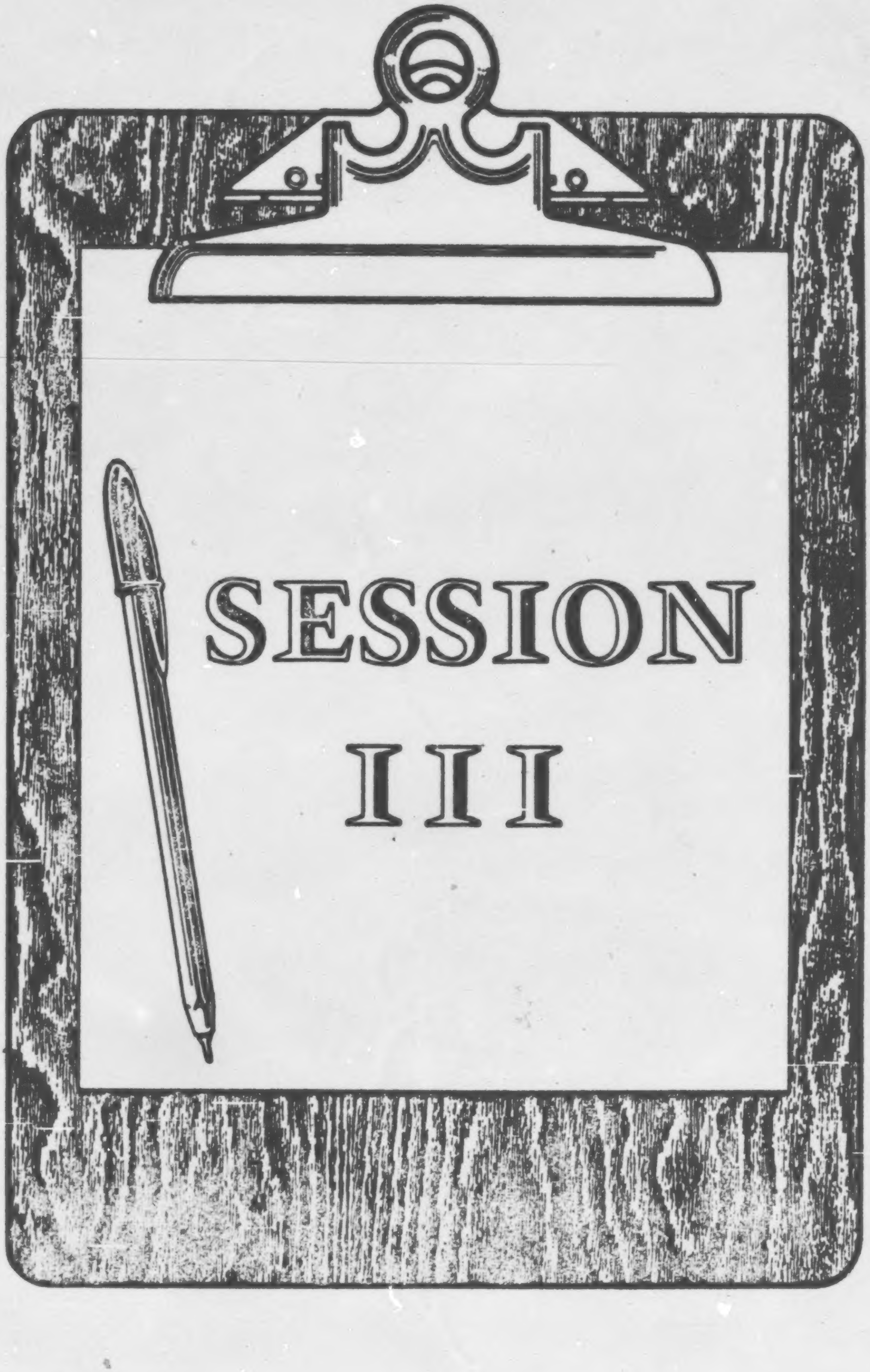
NOTE: Please be quiet and watch the others.

Handout II - 14

A GOOD REPORT

Following is a list of the characteristics, or essential features, of a good report. A good report:

1. Provides the solution to a specific and limited problem.
2. Is tailor-made for a specific reader.
3. Is not a discussion. One of the most frequently encountered mistakes in a poorly prepared report is a general discussion of the subject instead of a definite solution to a specific problem.
4. Is completely objective; gives the whole truth.
5. Is verifiable.
6. Shows the reader by the data presented rather than telling him in unsupported or opinionated statements.
7. Is written in formal and impersonal language, at a level easily understood by the reader.
8. Uses concrete words to the fullest possible extent. Words are used in their exact meanings; cliches, jargon, and colloquialisms are avoided.
9. Follows a prescribed reporting form and adheres to a preconceived plan of presentation.
10. Consists of varying lengths of short, concise sentences.
11. Uses expository writing, coupled with such description and narration as needed.
12. Is never argumentative.
13. Contains new and useful information.



SESSION III

SESSION III

Topical Outline	Suggestions for Instructors
I. REVIEW LAST SESSION	
A. Assignment from last session, Handout II - 11.	A. Review the results of the Public Relations questionnaire from the previous session (Handout - II-2), pointing out the items the group as a whole considered themselves strong in and those in which they felt weak. B. Work session on "What Do You Know About Your Community?" (30 minutes). Break into groups - instructor will work with all groups. Instructor will combine information and make a handout to pass out at Session IV.
II. HOW TO SERVE THE TRAVELER	
A. Make the traveler feel at home.	
1. Greet in a friendly manner.	1. Show flash cards as you introduce topic: "You Should Serve Travelers" a. Promptly b. Efficiently c. Courteously Extra and unusual service is remembered and means repeat business
2. Make them feel they are the most important customer today.	
3. Find out what the traveler wants - determine what the travelers need.	
4. Courtesy	4. Handout - "Lets Look in a Mirror For One Basic Meaning of Courtesy." (III-1) Give participants a few minutes to fill out and think to themselves about how they really act with customers. Be sincere. Handout - "Courtesy is Contagious" (III-2)

Topical Outline	Suggestions for Instructors
B. Discuss with class informally the needs, desires, and motives that compel travelers to buy goods and services. Draw from class as much as possible and list suggestions on chalkboard. Relate personal experiences that apply or provide learned information.	B. Needs and desires of traveling public 1. Survival 2. Comfort and pleasure 3. Gain 4. Variety 5. Curiosity Handout - "Ten Commandments for the Ohio Visitor's Host" (III-3)
C. Types of customers (travelers) 1. Want to argue 2. Talkative 3. Bargain hunting 4. Decided 5. Impatient 6. Timid, Sensitive	C. Lecture and show a short film, if one is available, on types of customers. Have a competent person from the service industry come in and set up a situation for a restaurant, a service station or a gift shop. Have volunteers from class act as tourist customers.
D. What makes the sale? 1. Greeting 2. Product Information 3. Showmanship 4. Conviction 5. Follow through (plus sale)	D. Briefly discuss what makes a sale and ask class to look for the points in the sales demonstrations to follow. Put on a sales demonstration. Then again discuss each item in the outline in relationship to the sales presentation. Handout - "Better Selling Requires Better Telling." (III-4)
E. How to deal with tourists 1. Suggestive selling a. Souvenirs b. Travel needs c. Local products 2. Proper use of credit cards 3. Cashing checks, travelers checks 4. Watch for forgeries, et etc.	Have an officer of a financial institution or an officer of the police in charge of forgery speak to the class and show examples of forged checks and credit cards.

Topical Outline | Suggestions for Instructors

III. BASIC SALES TECHNIQUES

A. Show the appropriate merchandise.

1. Select the items that fit the traveler's needs, not yours.
2. Demonstrate: tell-show illustrate the important features.
3. Don't rush the traveler, present naturally and patiently.

B. Forestall objections by showing how merchandise suits the travelers' needs.

C. Close the sale

1. Tested selling sentences:
    a. Now here are some ____ that match your ____ perfectly.
    b. You can buy two for the price of one today.
    c. This ____ and ____ give you an ideal combination.
    d. Let me show you a ____ to go with that ____
    e. Notice the new feature in this ____.
    f. Here's a big seller with us these days.
    g. Look at this ____ while I get your change.
    h. Let me show you our newest ____.
    i. The buttons on this shirt won't pop off.

Last year, one million quarter-inch drills were sold - not because people wanted them, but because they wanted quarter-inch holes.

2. Ask for the order.

Topical Outline	Suggestions for Instructors
3. Close sale on minor points. a. Suggest ownership b. Give premium c. Offer choice d. Contrast advantages and disadvantages e. Satisfied customers - testimonials	
D. Suggestion selling 1. Study your merchandise for related items. a. Tie-in items, same division b. Special sale items c. Advertised goods d. Substitute merchandise e. Markdown f. Tie-in items, other division 2. Try to pick up ideas from the travelers' remarks.	3. Make flash cards or hook 'n loop presentation of the following points: TEN POINTS OF GOOD TOURIST SALESMANSHIP a. A pleasant greeting b. Prompt attention c. Know your product d. Use plain talking points e. Be tactful f. Be reliable g. Be sincere and patient h. Think success i. Forget self j. Be natural Handout - ''The Ten Rules for Helping Tourists (III-5)
E. How to Recognize travelers 1. License 2. Dress 3. Walk 4. Number of family members traveling	E. Divide class into groups of four or five. Each group is to make a list of things that make tourists outstanding among natives of the community. Have chairman of each group report and list all points on chalkboard to be discussed by entire class.

Topical Outline	Suggestions for Instructors
	Optional: Show slides on travel and ask members of class to point out travelers and to tell what makes the tourists in the picture recognizable.
IV. NAMES AND LOCATIONS OF PLACES TRAVELERS SEARCH FOR WHEN IN NEED	IV. Handout - "Travel Information" (III-6)
A. Lodging B. Food C. Medical Care	Duplicate "Travel Information" on transparencies and project it on a screen. Then have the class work as a committee of one to complete the outline.
D. Entertainment E. Stores F. Churches	As names and places are given from the class, the instructor shall fill in the spaces on the transparency with a grease pencil and each member of the class shall be asked to fill in the appropriate spaces on his own copy of the outline.
	After the course is over, the complete outline shall be reproduced in mass and ten copies will be mailed to each of the members of the class.
	Copies of the completed outline should also be given to the Chamber of Commerce for further reproduction and distribution to all interested parties.
V. WRAP-UP SESSION	Review important points. Announce that a tour of local tourist attractions will be made at the next session and make appropriate advanced arrangements.

Handout III - 1

LET'S LOOK IN A MIRROR FOR ONE BASIC MEANING OF COURTESY

JUST FOR ONE DAY - YESTERDAY

1. Did I remember to smile - all during the day? ______
2. Did I keep my temper under control - all day? ______
3. Was I a "sour puss" at any time? ______
4. Did I constantly try to have my own way? ______
5. Did I say something complimentary to someone? ______
6. Did I "fault-find" yesterday? ______
7. Did I interrupt anyone while they were talking? ______
8. Did I do anything that would make people like me better? ______
9. Did I help a fellow worker - at least once during the day? ______
10. Did I "gripe" at, or to, my fellow workers? ______
11. Did I laugh at mistakes others made? ______
12. Did I let the other fellow do his share of the talking? ______
13. Did I give courteous service to my fellow employees when they were customers? ______
14. Did I remember to say "thank you" to my customers? ______
15. Was I tactful in taking care of customers? ______
16. Did I make fun of customers behind their backs? ______
17. Did I lose patience with any customer? ______
18. Did I show genuine interest when customers talked to me? ______
19. Did I give a customer or fellow worker a "smart aleck" answer? ______
20. Did I get into an argument with a customer or fellow worker? ______
21. Did I keep any customer waiting while I kept on talking with another employee or a visitor? ______
22. Did I wait on the "mink-coated customer" out of turn while the "ragged-coated customer" waited? ______
23. Was I cross when any customer returned or exchanged purchases? ______
24. Was I impatient with any customer who did not quickly make up his mind about purchases? ______

Handout III - 2

COURTESY IS CONTAGIOUS

COURTESY IS CONTAGIOUS

The stranger who comes to our city
Is like the guest who visits our home;
We can make him want to come back again
Or wish he'd vacationed in Rome.
From the time that he enters our borders
The tourist is a big business for all,
And if we can all work together,
The wanderers will answer our call.

The policeman who thinks that he must be gruff
And show his authority,
Will find that both he and our city so fair
Repel the majority.
The cop is the voice of our city;
The tourist often look for him first,
And if he directs them politely,
Our city will be praised and not cursed.

Good beds and excellent service
Are offered by homes and hotels;
But fees come first in many of them,
And so the visitor yells.
Our guests don't mind paying for service;
In fact, they expect to do so.
But if they pay and don't get it,
They'll be in a hurry to go.

The cab-driver sometimes is crabby
Cause he had a fuss with his girl,
Or else he's the dull 'Mr. Gabby"
Who talks till your head's in a whirl.
The driver who goes out of his way
To help one who's visiting us here,
Will not only be selling your town
He'll be spreading a lot of good cheer.

We're famous for ham and for spoon bread;
Other dishes are known far and wide;
People will come just to taste them,
If restaurants have nothing to hide.
Good food and courteous service
Make people remember our state;
Ans when they tell others about us,
You can bet that they'll say where they ate.

The retailer gets some of the money
From the tourists who travel our way,
If employees are helpful and sunny,
We'll make the guests want to stay.
Unless he detects a slight accent,
Or the tourist asks for direction,
The merchant has no way of telling
If she's from nearby or some other section,
Servicing all customers with interest
With attention to all their requests
Causes both visitors and residents
To buy what the merchant suggests.

TEN COMMANDMENTS FOR THE VISITOR'S HOST

1. Remember that the traveler has been invited to your state - that you are a representative host.
2. Put yourself in the traveler's place - then treat him accordingly.
3. Do not measure your helpfulness by what the traveler buys directly from you.
4. Find out the visitor's vacation tastes - then direct him to the things your area offers which he will enjoy.
5. Point out, in addition to attractions in your area, some entirely different attractions elsewhere in your state.
6. Be genuinely pleasant, cordial, friendly, enthusiastic.
7. Be attentive; give the visitor a chance to talk and ask questions.
8. Do not belittle other states, areas, or cities.
9. Be sure the information you give is correct and that it is understood.
10. If you cannot accurately answer a traveler's question, refer him to your Chamber of Commerce or other tourist information center.

BETTER SELLING REQUIRES BETTER TELLING

Tone of voice: Is it pleasant, or harsh, loud, grating, or whining? Is it controlled?

Inflection: Do you manipulate tone and pitch for proper emphasis?

Voice Range: Control the volume to fit the situation. Can listeners easily hear what is being said?

Put in the Vowels: Don't try to talk with consonants only. Open your mouth, don't mumble; use tongue and lips.

Poise: Speak confidently. Keep calm and in control of yourself at all times.

Character Expressed by Voice: A dull voice portrays an indifferent person. An oversweet one shows insincerity. What does your voice express?

Nervous Delivery: Think of your message, not yourself and your nervousness.

Vivacity of Expression: Animate delivery with enthusiasm.

Forcefulness: Inject conviction.

Sincerity: Believe it first, then say it as you believe it.

Clarity: Above all else, be unmistakable.

Selection of Words: Start out by using the right words and a good beginning will have been made.

Tempo: Are you talking too slow or too fast? A frequent change in pace will retain interest.

Length: Is your sales talk about the right length to sell?

Choice of a Topic: Talk about the subject matter that will lead to a sale.

General Schematic Plan: Are you using a planned sales talk or are you just jumping off hit-or-miss?

Pauses: Are you making proper use of pauses for emphasis and rest?

Handout III - 5

THE TEN RULES FOR HELPING TOURISTS

1. The CUSTOMER is the most important person in any business.

2. The CUSTOMER is dependent on us - we are also dependent on him.

3. The CUSTOMER is not an interruption of our work - he is the purpose of it.

4. The CUSTOMER does us a favor when he calls - we are doing him a favor by serving him promptly.

5. The CUSTOMER is a part of our community and our business - not an outsider.

6. The CUSTOMER is not a cold statistic - he is a flesh and blood human being with feelings and emotions like our own.

7. The CUSTOMER is not someone to argue with or match wits with - but someone to try to satisfy.

8. The CUSTOMER is deserving of the most courteous and attentive treatment we can give him.

9. The CUSTOMER is a person who brings us his wants and needs - it is our job to fill those wants and needs.

10. The CUSTOMER is the life blood of any business.

Handout III - 6

TRAVEL INFORMATION

A. ACCOMMODATIONS

I. Hotels:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________

II. Motels:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________

III. Tourist Homes:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

IV. Campgrounds:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

B. PLACES TO EAT

I. Formal Dining Rooms:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

II. Casual Family Restaurants:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

III. Fast Food Restaurants:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________

Handout III-6 (cont.)

C. WHERE TO BUY

I. Antiques:

1. ______________________ 3. ______________________

2. ______________________ 4. ______________________

II. Novelties:

1. ______________________ 3. ______________________

2. ______________________ 4. ______________________

D. RECREATIONAL FACILITIES

I. Bowling:

1. ______________________ 3. ______________________

2. ______________________ 4. ______________________

II. Golf:

Public: 1. ______________________ 2. ______________________

Private: 1. ______________________ 2. ______________________

Does course extend courtesy to travelers? Yes ___ No ___

Who should be contacted?

1. ______________________ 2. ______________________

III. Tennis:

1. ______________________ 2. ______________________

IV. Swimming:

Pools: 1. ______________________ 2. ______________________

Other: 1. ______________________ 2. ______________________

V. Boating:

1. ______________________ 2. ______________________

VI. Theaters:

1. ______________________ 2. ______________________

VII. Auctions:

1. ______________________ 2. ______________________

Handout III - 6

E. CHURCHES

1. ____________________ 4. ____________________
2. ____________________ 5. ____________________
3. ____________________ 6. ____________________

F. STORES THAT SELL FISHING AND HUNTING EQUIPMENT AND SPORTING GOODS

1. ____________________ 2. ____________________

G. WHERE TO BUY LICENSES AND FEES

a. Game:

1. ____________________ 3. ____________________
2. ____________________ 4. ____________________

b. Fishing:

1. ____________________ 3. ____________________
2. ____________________ 4. ____________________

H. WHERE TO HUNT AND FISH LOCALLY

1. ____________________ 3. ____________________
2. ____________________ 4. ____________________

I. LOCAL POINTS OF INTEREST IN CITY AND AREA

1. ____________________ 4. ____________________
2. ____________________ 5. ____________________
3. ____________________ 6. ____________________

J. LOCAL PARKS

1. ____________________ 3. ____________________
2. ____________________ 4. ____________________

K. MAJOR BUSINESS AND INDUSTRY

1. ____________________ 4. ____________________
2. ____________________ 5. ____________________
3. ____________________ 6. ____________________

L. STATE PARKS

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________
7. ______________________________
8. ______________________________
9. ______________________________
10. ______________________________
11. ______________________________
12. ______________________________
13. ______________________________
14. ______________________________

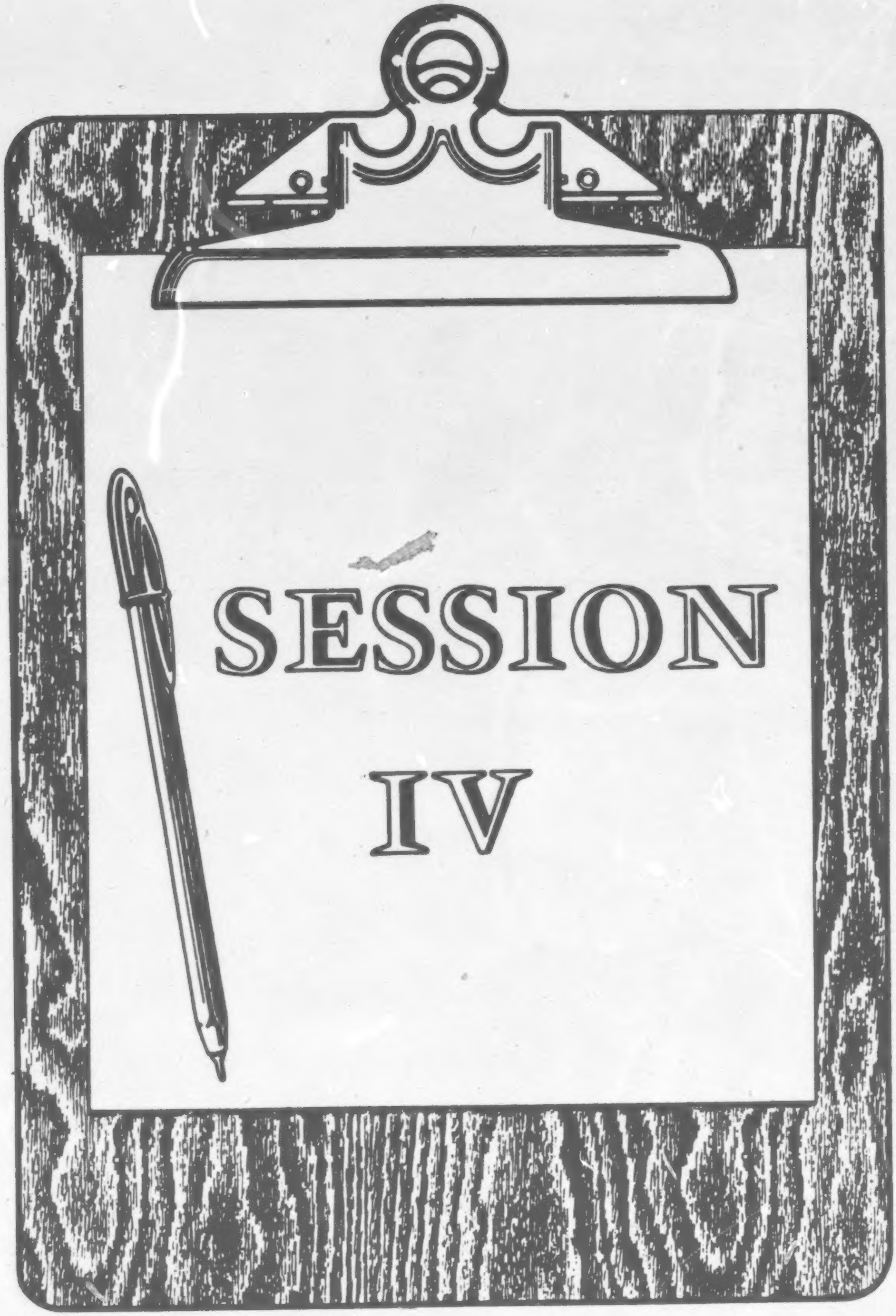
M. SOME POINTS OF INTEREST IN THE STATE

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________
7. ______________________________
8. ______________________________
9. ______________________________
10. ______________________________
11. ______________________________
12. ______________________________
13. ______________________________
14. ______________________________
15. ______________________________
16. ______________________________
17. ______________________________
18. ______________________________
19. ______________________________
20. ______________________________

Chamber of Commerce:

Location: ______________________________

Secretary: ______________________________



SESSION

IV

SESSION IV

Topical Outline	Suggestions for Instructors
I. REVIEW LAST SESSION	
II. PROBLEM SOLVING IN CUSTOMER RELATIONS	
A. Customers judge the business by:	
1. What appears to them to be company policy relating to:	
a. Service b. Facilities c. Cleanliness	
	d. Handout - "My Code of Ethics" (IV-1)
B. Tools for problem solving	
1. Alertness to the situation	
a. Customer appears tired from travel or a day of hard work	a. Service worker should display consideration, patience, and calmness.
b. Customer is dependent because of: (1) Strange surroundings (2) Age (3) Language barrier (4) Indecision	b. Service worker should be gentle, decisive, and helpful.
c. Customer is disagreeable (1) Skeptical (2) Meddlesome (3) Talks too much (4) Insulting	c. Service worker should put his own knowledge of his job to work. Be brief but courteous. Use self-control.
d. Customer is "trying" (1) Overly critical (2) Boisterous (3) A smart aleck	d. Refer to factors and traits covered under Session II. Review and apply as instructor deems necessary.
C. Cases	C. Instructor should be familiar enough with the cases to give them without reading verbatim. Additional appropriate cases and situations should be provided from the instructor's own experience and other local sources. Broad group participation should be encouraged in presenting, discussing, and arriving at possible solutions.
1. Case A: In a very busy restaurant a line is waiting and the hostess is seating guests as fast as tables are vacated. The bus boy didn't work that day and the tables are dirty. Should the hostess seat the guests anyway, clear the tables herself, or ask the guests to wait until the table is cleared?	

Topical Outline	Suggestions for Instructors
2. Case B: A late arrival enters a motel having a confirmation of a reservation only to find a mistake had been made by the inn and he had no reservation. The reservation had been for a single room. The motel had an available room that would sleep four and could get three times the price for it. Should they offer this to him at the advanced price, offer to room him elsewhere in the city, or let him have the room at his original room rate?	Handout- "How the Hotel or Motel Employee Can Effectively Deal with the Tourist Customer" (IV-2)
3. Case C: The hostess in the dining room is also the cashier, she also takes room orders for food and beverages. There is a line to be seated, a line waiting to pay and all 3 phones are ringing for food orders. How should this situation be handled?	
4. Case D: Tonya Hughes was a very aggressive worker. When she was in college she had to out-do everyone else, her grades were high and she took part in many activities. She was very enthusiastic and energetic. When she finished school she had an opportunity for an understudy of the assistant manager of a large inn with an excellent salary. Tonya wanted very badly to succeed but by the time she had been on the job a couple of weeks, she was known as an "Eager Beaver." Was this dangerous for her? What will be Tonya's best approach to correct this feeling, yet continue to do	Handout - The Secret (IV-3)

Topical Outline	Suggestions for Instructors
a good job and be ready for the assistant manager's job?	
III. CONDUCTED TOUR OF LOCAL POINTS OF INTEREST	Prior to this session, arrange with the Chamber of Commerce or other appropriate local leaders to take the group on a tour of the important attractions in the community. The size of the group and the area of the community will determine what arrangements you must make for this tour. A. Purpose 1. To give local people first hand knowledge. 2. To sell local people on nearby points of interest to travelers. 3. Create enthusiasm on the traveler's level. B. Determine with committee help: 1. Places to be visited 2. Arrangements for transportation 3. Overall guide for tour and specific guide for each place visited 4. Make time table definite 5. Have detailed advance arrangements about any necessary financing 6. Use folders, handouts, etc. at each place visited if such are available C. Arrange for the following information travelers want to know: 1. Name - what is it? 2. How far? 3. How much expense involved? 4. How much time? 5. Is it worth time and money?
D. Tour Review NOTE: The lecture sections of this session should be scheduled to fit in around the tour at the most appropriate time.	D. After tour, review points of interest with class. "There is a lot to see in every community." would be a final remark for their activity.

Topical Outline	Suggestions for Instructors
IV. YOUR JOB - HOW IMPORTANT IS IT	
A. How Mature Are You?	A. Handout - "Remember this" (IV-4)

An emotionally mature person has some idea of what he wants to get out of life. He can take responsibility and make decisions. He can accept blame, criticism and praise casually. He can suffer without disintergration, namely he has courage. He is ready to put himself to the test. He realizes that effort rather than luck is the foundation of success.

An emotionally mature person has an objective, fairly accurate idea of himself. He knows his strong points and his weak ones, and is aware of his biases, prejudices, and fears. He is fair, not conceited, not sorry for himself and has a sense of humor. He does not habitually ask that favors be done for him. He can plan his time and is seldom rushed or late.

An emotionally mature person habitually faces the situation as it is and not as he wishes it to be. He adjusts to unchangeable facts with the least possible discomfort. He lives in the present, does not rehearse the failures or hurts of the past, plans for but does not worry about the future.

An emotionally mature person does not expect perfection from himself or others, and does not fret over minor personality defects. He knows that there must always be error and conflict, and that

Topical Outline	Suggestions for Instructors
there is no easy, quick solution for difficult problems. He knows that improvement of behavior in himself or others requires time, skill, wisdom, and self-sacrifice. He puts his attention to the successful aspects of his own and other people's lives. He has confidence, tolerance, and zest.	
B. Understanding the Employer You Work For	B. Ask questions to group: What Employers Do for Employees? and What Employers Have a Right to Expect from Employees? List on chalkboard.
1. What Employers Do for Employees: a. Provide work and salary b. Provide opportunities for training c. Pay Workmen's Compensation premium d. Contribute to Social Security e. Provide lounges, game rooms f. Contribute to hospitalization insurance g. Provide safe working conditions h. Provide tools needed to do the job i. Provide supervision of work activities j. Give special employee discounts k. Give vacations with pay l. Allow sickness leave m. Contribute to group life insurance n. Provide accident insurance o. Etc.	
2. What Employers Have a Right to Expect from Employees: a. A full day's work for a full day's pay b. Reasonable obedience of orders c. Regular attendance d. Loyalty to the firm	

e. To be treated with reasonable respect
f. Economy in use of company materials
g. Dependability
h. Punctuality
i. Willingness to do special tasks
j. Good personal appearance
k. Etc.

C. Courtesy

Strange, isn't it, that the value of courtesy isn't more generally understood and appreciated? Courtesy is really so easy to practice that it should be the most common thing encountered in our everyday life.

It is the exceptional town whose inhabitants display courtesy towards strangers; the exceptional business organization that has succeeded in cultivating marked courtesy among its employees.

Every day business is lost because this old-fashioned virtue is neglected in our marts of trade.

B.C. Forbes in his column in the "New York American," once told of a young Southern woman who came to New York to study music and took a job in a better-class department store to help meet her expenses.

When a customer came into her department, she would step forward, graciously offer her services, and usher the customer to a chair while she brought out the merchandise the customer asked to see. Her whole demeanor was like that of one greeting a friend who had come to visit.

"Co-workers laughed at her," Forbes wrote, "and some warned her, but the woman couldn't be other than natural."

Topical Outline	Suggestions for Instructors
One day, the store manager approached. Not knowing who she was, the sales girl greeted her with her usual affability...while her co-workers nudged and tittered. Presently, the manager revealed her identity and explained that the store had received so many nice letters commending her salesmanship, the manager wanted to express her appreciation. "Just old-fashioned courtesy of the kind she had always been accustomed to show toward people, yet co-workers laughed at her... even warned her," Forbes observed.	
	C. Handout - "Initiative" (IV-5)
V. COURSE WRAP-UP	1. Thank the group for their interest and cooperation 2. Ask if they have any additional questions. 3. Discuss possible future courses. 4. Tell the group where they can reach you for assistance.

Handout IV - 1

"MY CODE OF ETHICS"

1. I believe in the Golden Rule as the basis of all human conduct; therefore, I will never do to another person that which I would not be willing for that person to do to me if our positions were reversed.

2. I will be honest, even to the slightest detail, in all my transactions with others, not alone because of my desire to be fair with them, but because of my desire to impress the idea of honesty on my own subconscious mind, thereby weaving this essential quality into my own character.

3. I will forgive those who are unjust toward me, with no thought as to whether they deserve it or not, because I understand the law through which forgiveness of others strengthens my own character and wipes out the effects of my own transgressions, in my subconscious mind.

4. Whatever time I may have to devote to the discovery and exposure of the weaknesses and faults of others I will devote, more profitably to the discovery and correction of my own.

5. I will slander no person, no matter how much I may believe another person to deserve it, because I wish to plant no destructive suggestions in my own subconscious mind.

6. I recognize the power of thought as being an inlet playing upon my brain from the universal ocean of life; therefore, I will set no destructive thoughts afloat upon that ocean lest they pollute the minds of others.

7. I will conquer the human tendency toward hatred, envy, selfishness, jealousy, malice, pessimism, doubt, and fear; for I believe these to be the seed from which the world harvests most of its troubles.

8. When my mind is not occupied with thoughts that tend toward the attainment of my definite purpose in life, I will voluntarily keep it filled with thoughts of courage, self-confidence, and good will toward others, and faith, kindness, loyalty, love for truth and justice, for I believe these to be the seed from which the world reaps its harvest of progressive growth.

9. I understand the law through the operations of which my own character is developed from my own acts and thoughts; therefore, I will guard with care all that goes into its development.

10. I understand that a mere passive belief in the soundness of the Golden Rule philosophy is of no value whatsoever, either to myself or to others; therefore, I will actively put into operation this universal rule for good in all my transactions with others.

11. Realizing that enduring happiness comes only through helping others find it, that no act of kindness is without its reward, even though it may never be directly repaid, I will do my best to assist others when and where the opportunity appears.

Handout IV - 2

HOW THE HOTEL OR MOTEL EMPLOYEE CAN EFFECTIVELY DEAL WITH THE TOURIST CUSTOMER

What are some of his special problems in seeking lodging accomodations?

1. He may be trying to duplicate previous pleasant experiences in lodging accomodations or he may have had unpleasant experiences and be trying to avoid a repetition.
2. He may need adequate accommodations for family, or 2 couples, or pets.
3. He may have the problem of adjusting to different price levels of accommodations in different areas.
4. He may be particularly sensitive to interference with his rest, indifference to his requests for services, unnecessary delays in making accommodations available, or checking out.
5. He may not adjust easily to such things as beds, ventilation, temperature.
6. He may need information about the community.

How can the motel and hotel employees help the traveler with his problems?

1. He may provide information about the community and adjoining areas. (A display of leaflets in the office is helpful).
2. He needs to understand the problems of tourists and provide service and accommodations which meet their needs.
3. If accommodations are not available to meet the requirements of the traveler (family needs, pets, etc.) he may refer them to motels, houses, or rooming houses with required accommodations. (Referrals may be made by telephone).
4. He will be able to explain to the visitor why certain charges for services are justified.
5. He will try to offer constructive solutions to the accommodation problems of travelers.
6. He will be more sensitive to visitors' complaints and try to correct the causes of the more frequent complaints.

Of what particular value is this customer?

1. The traveler is the reason for the existance of the hotel or motel.
2. His pleasant experience will be enough for him to return or refer this to his friends. One day longer means more direct income to hotels and motels than any other service.

Handout IV - 3

THE SECRET

Are you trying to climb where the chosen are, where the feet of men are few?
Do you long for a job that's worth one's while?
Well, here's a thought for you.

The pots of gold at the rainbow's end are sought by the teeming mob,
But the fairies who guard them choose as friend the man who loves his job.
It isn't the kick, it's not the pull, that brings the strong man out,
But it's long-time work, and it's all-time work, and the cheerful heart and stout.

Have you faith in yourself? Do you want to win? Is your heart to do athrob?
There's just one thing that can bring you in with the winners --- love your job.

Handout IV - 4

REMEMBER THIS

IF YOU WORK FOR A MAN, IN HEAVEN'S NAME, WORK FOR HIM. IF HE PAYS YOU WAGES WHICH SUPPLY YOU BREAD AND BUTTER, WORK FOR HIM; SPEAK WELL OF HIM; STAND BY HIM AND STAND BY THE INSTITUTION HE REPRESENTS. IF PUT TO A PINCH, AN OUNCE OF LOYALTY IS WORTH A POUND OF CLEVERNESS.

IF YOU MUST VILIFY, CONDEMN AND ETERNALLY DISPARAGE, RESIGN YOUR POSITION AND WHEN YOU ARE OUTSIDE, DAMN TO YOUR HEART'S CONTENT, BUT AS LONG AS YOU ARE A PART OF THE INSTITUTION DO NOT CONDEMN IT. IF YOU DO THAT, YOU ARE LOOSENING THE TENDRILS THAT ARE HOLDING YOU TO THE INSTITUTION, AND AT THE FIRST HIGH WIND THAT COMES ALONG, YOU WILL BE UPROOTED AND BLOWN AWAY, AND PROBABLY WILL NEVER KNOW THE REASON WHY.

.......Elbert Hubbard

Handout IV - 5

INITIATIVE

The world bestows its big prizes, both in money and honors, for but one thing, and that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the right thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion.

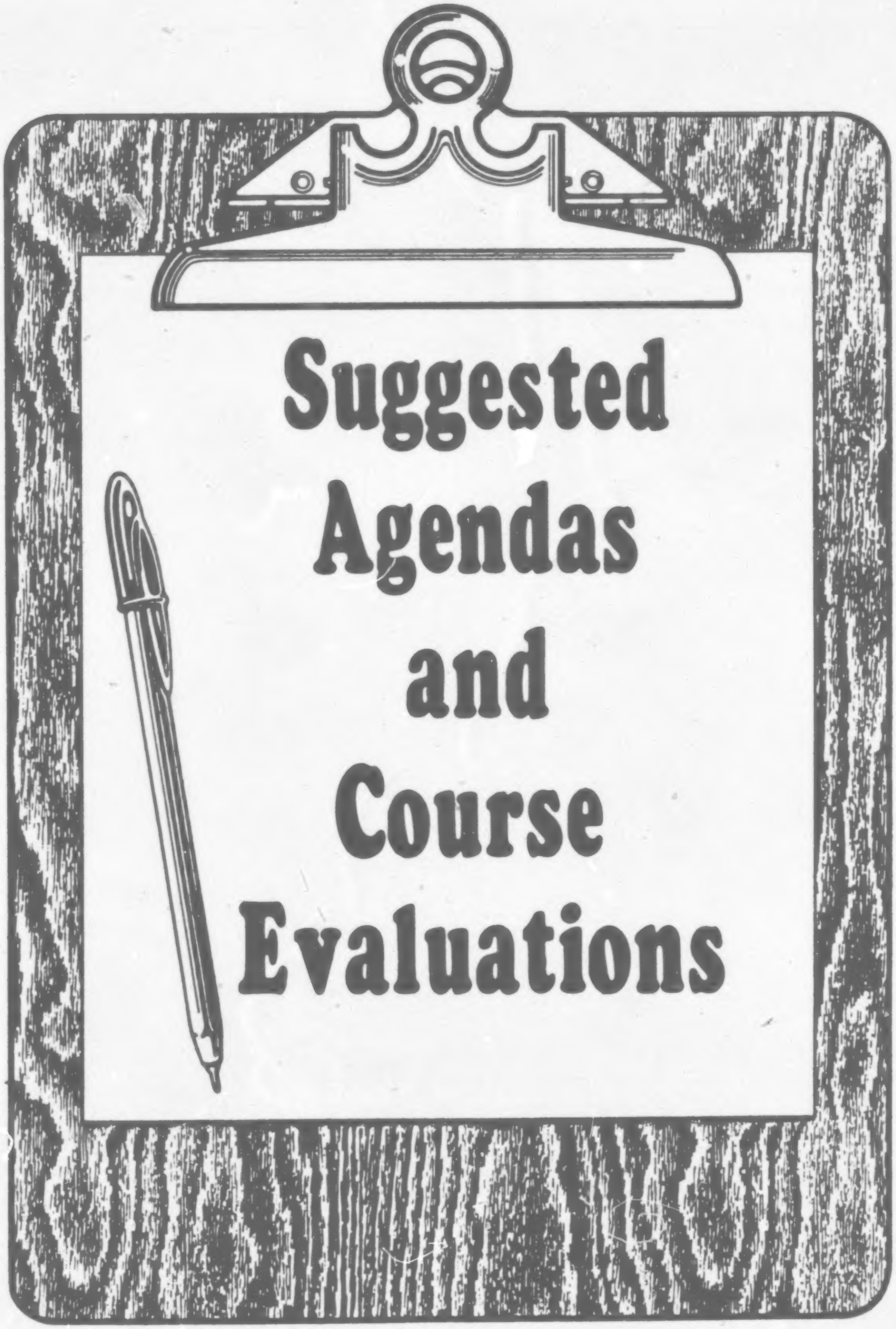
Next, there are those who never do a thing until they are told twice: such get no honors and small pay.

Next, there are those who do the right thing only when Necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard luck story.

Then, still lower down in the scale than this, we have the fellow who will not do the right thing, even when someone goes along to show him how and stays to see that he does it: he is always out of a job, and receives the contempt that he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club.

TO WHICH CLASS DO YOU BELONG???????

......Elbert Hubbard



Suggested Agendas and Course Evaluations

SAMPLE

VISITOR INFORMATION SCHOOL

Sponsored By:

Dates:

Program

Date:

Time	Final registration and distribution of program and study materials
Moderator	Tourist Promotion Division, State Department of Commerce and Economic Development of Ohio
Time	Welcoming remarks, Adult Distributive Education and Local Chamber of Commerce
"	Special Attraction
"	Break
"	Special Attraction Continued
"	Luncheon Lodging Presentation
Moderator	Manager of Public Relations, Local Chamber of Commerce
Time	Film - "Wonderful World of Ohio"
"	Local Automobile Club Presentation
"	Local Area Presentation
"	Break
"	Motor Hotel Presentation
"	Local Police Traffic Presentation
"	Adult Distributive Education - "Your Customer"
"	Adjourn

Program

Date:

Moderator	Adult Distributive Education
Time	Special Event Presentation
	Regional Attractions Presentation
"	Break
"	Adult Distributive Education - "Public Relations"
"	Luncheon "What a Visitor Expects" (Speaker)
Moderator	Tourist Bureau Chairman
Time	Adult Distributive Education "Customer Relations and Human Relations"
"	Break
"	Hotels Presentation (Speaker)
"	Motels Presentation (Speaker)
"	Restaurants Presentation (Speaker)
"	State Parks Presentation (Speaker)
"	Adjourn

TRAVEL INFORMATION

Program

Date:

Moderator	Tourist Advisory Committee Member
Time	Transportation Panel Presentation (Speaker)
"	Special Events and State Publications (Speaker)
"	State Highway Presentation (Speaker)
"	Adult Distributive Education - "Selling"
"	Break
"	Museum and Historic Sites Presentation (Speaker)
"	National Forests and Forest Camping Presentation (Speaker)
"	State Patrol Presentation (Speaker)
"	Police Department Presentation (Speaker)
"	Luncheon - Speaker "It's Up to You"

SAMPLE

ROSCOE VILLAGE TOURIST PROGRAM

	Date
Time	Introduction: Tourist Dollar - Importance of
"	Film -"The Wonderful World of Ohio"
"	Tour of Village or The History of Roscoe
"	Lunch
"	Your Customer - Attitudes - Personal Appearance
"	Tour of Museum
"	Course Content (Public and Customer Relations, Maps - How to Give Directions)

* *

	Date
Time	Review and Introduction "Courtesy - Good Business"
"	Canal Boat Tour
"	Triple Locks Tour
"	Lunch
"	"Your Employer and What He Does for Tourist Business and You"

SAMPLE AGENDA

ADULT DISTRIBUTIVE EDUCATION

TENTATIVE PROGRAM

DATE - SESSION I

Time	Opening Luncheon - Keynote Speaker, "Importance of Regional Tourism Development."
"	Importance of Tourist Industry
"	Break
"	"Tourism for the Hospitality Industry"
"	Field Trip

DATE - SESSION II

Time	Tourism Seminar Workshop (Special Attractions)
"	Coffee Break
"	Tourism Seminar Workshop (Special Events)
"	Luncheon - Speaker: "Tourism - Show and Tell: Then Sell!!"
"	Tourism Seminar Workshop (Special Attractions)
"	Break
"	Tourism Seminar Workshop (Special Events)
"	Tourism Seminar Recap

DATE - SESSION III

Time	Promotion Plan of Action for Community
"	Break
"	(Cont.) Promotion Plan of Action for Community
"	Luncheon - Speaker: "What Should Be Expected From Upper Levels of Government"
"	Development Workshop (Brochures and Materials)
"	Break
"	(Cont.) Development Workshop (Brochures and Materials)
"	Seminar Recap

SAMPLE

ADULT DISTRIBUTIVE EDUCATION

COURSE OUTLINE FOR TOURIST TRAINING

DATE:

Eight sessions, four weeks, two sessions per week, evenings 7 to 9 p.m., Tuesday and Thursday.

* * *

SESSION I - Introduction

Guest Speaker	The importance of the tourist industry A preview of events The long-range effect on our economic growth
Instructor	The course is designed for the people who will meet or greet the tourist in any capacity and will teach the basic principles of service sales. Preview the course explaining that it will give the basic of how to sell services which should result in strengthening this most important industry.

* * *

SESSION II

Speaker and materials on Special Events in Community.

Development of an understanding of the client-centered approach to selling.

The basic buying motives (as they will relate particularly to the tourist who is attending your community special event - use information and materials presented by speaker in demonstrations of sales techniques.

* * *

SESSION III

Speaker and materials on tourist attractions in community.

Presentation of basic selling techniques - overview of the whole sales process as background for following sessions.

* * *

* *

SESSION IV

Information on traffic problems.

Greeting the customer and opening the sale (or interview).

Identifying the buyer's needs or problems. (Create desire to stay and return to your community by the way this is done.)

* *

SESSION V

Continue tourist information and materials on package tours.

Identifying different kinds of customers and how to handle them.

* *

SESSION VI

Tourist information and materials describing attractions in the surrounding area.

Handling difficult customers and situations.

* *

SESSION VII

Information and materials on tourist attractions state-wide; speaker and film.

Demonstrating the use of materials and information to the customer (demonstration sales).

Closing the sale (or interview).

Handling a great number of customers and keeping them moving.

* *

SESSION VIII

How to instruct others in the same kinds of job and how to supervise them.

This class will be for supervisors of those who will also teach others in the same kind of work. For a select group invited from about twelve leading businesses.

* *

SAMPLE

ADULT DISTRIBUTIVE EDUCATION

TOURIST TRAINING COURSE

Date:

Guest Presentations

Session I	Date	Preview of tourist industry
Session II	Date	Special events in your community
Session III	Date	Tourist attractions in your community
Session IV	Date	Traffic problems in your community
Session V	Date	Package Tours
Session VI	Date	Tourist attractions in the surrounding areas
Session VII	Date	Tourist attractions state-wide
Session VIII	Date	Summary and new developments

SAMPLE

ADULT DISTRIBUTIVE EDUCATION

COURSE EVALUATION

Course Name ____________________ Name of Instructor ________________

1. Was course helpful to you?

   A. On the job? ____
   B. Personally? ____

2. Were you able to follow the instructions clearly? ____________________

3. Was instruction interesting? ______________________________________

4. Did the course material fulfill your expectations? __________________

5. Would you recommend this course to others if offered again? __________

6. Check the course you would like offered:

   ____ a. Merchandising
   ____ b. Retail Selling Techniques
   ____ c. Human Relations Training
   ____ d. Small Business Management
   ____ e. Management Leadership Training
   ____ f. How to Instruct Employees
   ____ g. Marketing
   ____ h. Effective Business Speech
   ____ i. Personality Development
   ____ j. Job Methods Training
   ____ k. List any others:

   ______________________ ______________________
   ______________________ ______________________

Write any comments you wish below: (Use back side for further comments)

SAMPLE

TOURIST INFORMATION PROGRAM

Adult Distributive Education

To: Adults enrolled in the First Tourist Information Program

From: State Supervisor of Distributive Education

Subject: Evaluation of the First Tourist Information Program presented in Ohio

We would certainly appreciate your taking a few moments of your time to complete the following questionnaire in order that we may evaluate the Tourist Information Program. Please feel free to make any comments you may have relative to the total program - course content or instructional!

EVALUATION

1. Was the material clearly presented?
2. Did the information presented in the program assist you in your present work?
3. Was there sufficient time allowed for the material presented?
4. Were the teaching aids effectively used in the program?
5. Name of instructor?
6. Did the instructor allow for class participation?
7. Was student interest evident in the program?
8. Were you satisfied with all aspects of the program?
   Comments:
9. Did you complete the program? If not, why?
10. What suggestions would you have for developing any phase of the program?
    a. Course content:
    b. Student participation:
    c. Instructor participation:

____
Your name - if you desire to indicate

SAMPLE

ADULT DISTRIBUTIVE EDUCATION

COURSE EVALUATION SHEET

Your cooperation and assistance in evaluation of the course you have just completed, when compiled with the evaluations of the other members of your group, will aid us in the improvement of future courses and programs. Please answer all questions. Use reverse side for additional comments.

COURSE ____________________ INSTRUCTOR ____________________

1. Was the length of the course: too short ___; too long ___; about right ___.

2. Was the class scheduled at a convenient time for you? Yes ___ No ___. If not, when would be a convenient time for you? ____________________.

3. Please rate this course as follows: (E-excellent) (G-good) (F-fair) (P-poor) Check one.

a. Course topics of study	___	___	___	___
b. Arrangement of Topics of study	___	___	___	___
c. Method(s) of teaching	___	___	___	___
d. Visual aids	___	___	___	___
e. Materials used in class	___	___	___	___
f. Qualifications of instructor	___	___	___	___

4. Do you believe this course (basically the same) should be offered again? Y___ N___

5. What improvements, if any, would you suggest? ____________________

____

6. Have you been able to use, or do you anticipate using in your business, the information received in this course? Yes___ No ___.

7. As a result of taking this course, do you expect: a promotion ___ a new job ___ a salary increase ___ to better qualify yourself for present job ___.

8. What future courses would you like to take?

1. ____________________ 3. ____________________

2. ____________________ 4. ____________________

9. What new courses would you like to see offered in the Adult D.E. Program?

1. ____________________ 3. ____________________

2. ____________________ 4. ____________________

10. Additional comments you would like to make:

Date ____________________

____
Signature (optional)

SAMPLE

ADULT DISTRIBUTIVE EDUCATION

COURSE EVALUATION

TOURIST TRAINING COURSE

We should like your candid opinion and serious suggestions concerning the Tourist Sales Training Course. Your constructive criticisms and suggestions will assist us in our evaluations.

1. What do you think about time allotment for different phases of instruction?

	Tourist Information	Sales Techniques
Not enough time	______________	______________
Adequate time	______________	______________
Too much time	______________	______________
What do you suggest?	______________	______________

2. What do you think about the staff?

	Speakers		Instructors	
	Yes	No	Yes	No
Was presentation of information pertinent?	______		________	
Was sufficient information given?	______		________	
Was there ample opportunity for participation and discussion?	______		________	
In your opinion, what was the quality of instruction?	______		________	

Other comments:

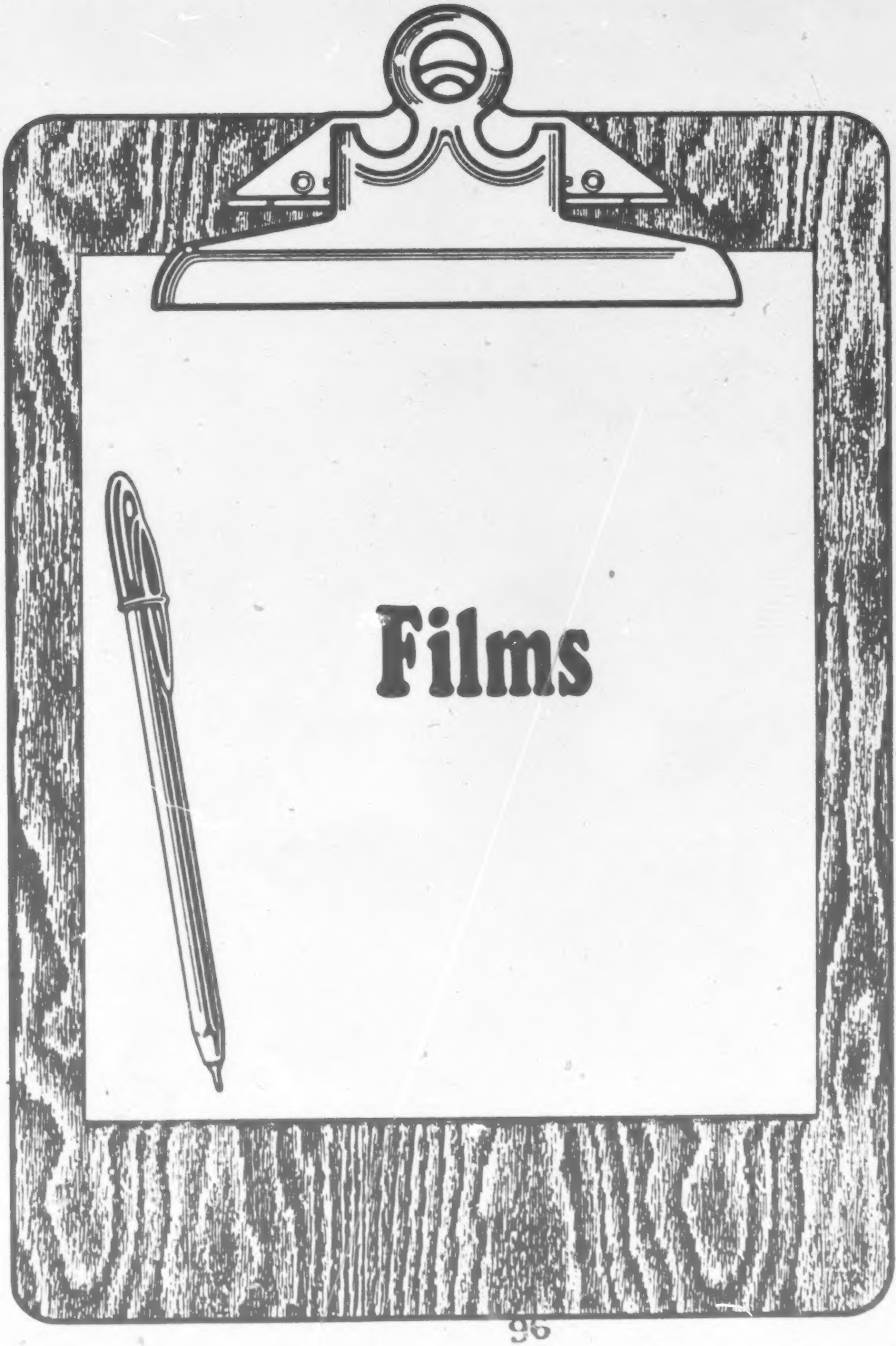
3. What about the materials supplied? __Sufficient __Too many __Not enough
Any suggestions?

4. Any other comments or suggestions:

Have you had any previous training in sales work? Yes___ No ___

Do you have customer or client contact in your present position? Yes ___ No ___

(DO NOT SIGN YOUR NAME)



Films

Resume of film: THE WONDERFUL WORLD OF OHIO

Produced by: Ohio Bell (No charge)
Type: 16mm sound/color
Time: 28 minutes

THEME: This film is frankly promotional in nature Ohio Bell has spared no expense in making an extremely interesting and colorful presentation extolling the virtues of working and living in the state of Ohio. Ed Ames, show business singer and personality, gives continuity to this examination of the industrial, recreational, historical, and natural wonders of the state by acting as narrator and singer to tie the various segments together. Among the segments featured are:

1. Industry - tours of various industrial facilities.
2. Shipping - shown are the Ohio River and Great Lakes shipping facilities.
3. Presidents' homes and monuments - William Henry Harrison, Benjamin Harrison, Ulysses Grant, Rutherford Hayes, William H. Taft, William McKinley, James Garfield, Warren Harding.
4. Museums - Canton Pro Football Hall of Fame, Thompson Auto Album, Cleveland; Marine Museum, Fairport; Dover Handcrafted Railway Models; Museum of Science and Industry, Columbus; Air Force Museum, Dayton.
5. Inns and Homes - Golden Lamb, Lebanon; Seiberling Mansion, Akron; Kingwood, Mansfield; the art museums of the larger cities.
6. Pleasure and Vacations - All types of vacation spots in the state are pictured, both winter and summer, both land and water type. Some of the many festivals and fairs are visited.
7. The Beauty of Ohio - unusually attractive pictures of the various naturally beautiful spots in the state are included.

CONTACT:

Ohio Bell Film Library
150 East Gay Street
Columbus, Ohio 43215
(614) 463-7062

Resume of film: THE PAPERHANGERS

Available from: Ohio Highway Safety Department
Type: 16mm sound/color
Time: 30 minutes

The Problem: "Paperhanging" (the police term for passing bad checks) is the nation's costliest and fastest growing crime. The main reasons for its popularity are (a) it is quite easy, and (b) it is very lucrative. It is easy because most retail businesses must cash checks to maintain good customer relations and keep their business going. Most businesses do not guard against the bad check artist as they do against robbery and pilferage - and thus the paperhanger's job is made easy. It is lucrative: bad checks cost businesses $1500 a minute - more than the total loss from thievery and robbery. Although only 1% of checks cashed may be bad, this amount is often the difference between a profit and a loss at the end of the year.

The paperhanger knows that the business is anxious to cash checks to maintain goodwill. He knows, too, that clerks are often harried, and more anxious to make a sale than to guard against bad checks. The film illustrates the techniques used by professionals to bilk businesses of thousands of dollars, often hundreds of dollars each day by a single bad check artist. One professional regularly cashes $10,000 worth of bad checks each month, using only his fishing license as identification.

The Solution:

1. Take time to read the check thoroughly (company name must be printed, not typed or stamped.)
2. The check must be on a local company that exists.
3. It must be a negotiable instrument drawn on an existing bank.
4. Check the date (checks must not be pre-dated or post-dated).
5. Check must bear the location of the bank.
6. The amount of money in words, must be the same as the amount in figures. (Payroll checks are usually made out in an odd number of cents, not even).
7. The signature must be clear and legible; it must be exactly as written; if pre-endorsed, it must be re-done, phone number and address should be requested and noted.
8. Personal checks should be made out to the company cashing them, not to the person cashing them, or to "cash."
9. Always ask for identification; the cashier not the presenter, should decide what identification will be needed. (if you let the presenter decide, he will give you what he wishes, which is often forged or illegitimate.)
10. Keep a list and description of known bad check passers, and check it regularly.
11. Look for alterations on the check.
12. If possible use a photo machine, or ask for finger prints.
13. Do not allow the passer to distract you or hurry you.

Resume of film: THEY'RE OUT TO GET YOU!

Producer: Small Business Administration
Type: 16mm sound/color
Time: 13 minutes

Theme: The film examines the practices and techniques of the professional shoplifter, and suggests methods to thwart him.

The Problem: While approximately 50% of the shoplifting is done by amateurs, many believe the greatest menace to any business is the professional. The professional uses the following techniques:

1. He sticks to small business establishments, because their security is often minimal. They usually have inadequate sales personnel, rarely employ uniformed guards, and seldom use convex mirrors, TV equipment, field glasses, and other methods of surveillance. Small establishments also are prone to narrow aisles, dark corners, overloaded display counters, and other retailing procedures that encourage shoplifting.

2. Small establishments are "cased" by the professional, so that he knows exactly what to expect when he decides to victimize a store. He usually works only those stores that are "asking to be robbed."

The Solution:

1. Install security and surveillance measures that will discourage the professional shoplifter.

2. Widen aisles, light up dark areas, keep expensive items under glass rather than on open display.

3. Use more frequent and more accurate inventory taking.

4. Instruct sales personnel to:

   a. keep a watchful eye on their stations at all times.
   b. acknowledge the presence of customers even if unable to wait on them at a given moment.
   c. be on the lookout for bulky dresses, outercoats, packages from other stores, and other equipment used to shoplift.

Resume of film: THE EYE OF THE BEHOLDER

Produced by: Stuart Reynolds Productions 9465 Wilshire Blvd.
Suite 411, Beverly Hills, California 90212

PITFALLS TO AVOID WHEN OBSERVING OTHERS

In the field of human relations, when observing others, we should be aware of the following:

1. SNAP JUDGMENTS: The tendency to form first impressions of others. We should strive toward the objective approach and obtain further information before we praise, condemn, or draw a final conclusion characterizing someone. "REMEMBER" how the waitress unjustly characterized Michael Gerard as a ladies' man by first impression only?

2. PROJECTION: The tendency to attribute to others some of our own motives and faults. If one tends to be slow, awkward, lazy, etc., he should make sure that he is not projecting his faults to others. "REMEMBER" how the cabbie accused Michael Gerard of being a hood and then showed his gun and said, "Don't I know a hood when I see one?"

3. PREJUDICE: A preconceived judgment caused by past experience or teachings, often based on insufficient knowledge. People, situations, and issues should be evaluated on the basis of their merits, with an open mind. "REMEMBER" all artists are not peculiar, as Kopplemeyer, the landlord, states.

4. PREDISPOSITION: A tendency to draw conclusions before the facts are presented; to hear what we want to hear, to see what we want to see. Frequently, in decision-making we put the cart before the horse - we make our minds up, then look for evidence to support our position. "REMEMBER" the cleaning woman accused Michael of being a murderer because she wanted to find something wrong with him.

5. PREOCCUPATION: The state of having the mind so busy with other thoughts that it pays no attention to what is going on or what is being said. Good listening and attention to the feeling of others are invaluable tools in human relationships. "REMEMBER" how Michael's mother was so determined to get him to eat his breakfast that she did not hear a word he said?

6. LACK OF APPRECIATION FOR OTHER PEOPLE'S DREAMS AND IDEAS: It is well to realize that other people have their dreams and ideas. If this is not recognized, it is impossible to understand each other, and a sympathetic "meeting of the minds" will not take place. It will also be difficult to lead, control, or counsel them if no attention is paid to these factors. "REMEMBER" what Michael thought of the model when she paid no attention to his idea and dream of a "Modern Day Madonna?"

Resume of film: THE HABIT OF WINNING

From:	"The Habit of Winning" a Jerry Kramer Production
Type:	16mm sound/color
Time:	30 minutes

Theme: The Habit of Winning was so deeply ingrained in the Green Bay Packers championship teams of the 1960s that most of the players, now retired from football, have retained the "winning" philosophy and have become winners in their careers.

JERRY KRAMER, a star offensive guard from the old Packers, interviews select teammates from the Packer winning teams. He attempts to discover what is responsible for their success in the business world. All credit the Lombardi "winner" philosophy for their success.

PAUL HORNUNG, star offensive runner, kicker, and pass receiver, recently left a sales executive business in Chicago to return to his hometown, Louisville, Kentucky, where he is now a shrewd investor, primarily in real estate. He credits the Lombardi "winning" philosophy with the development of his "ego", his desire to achieve the "winner" label and never to be stuck with the label of "loser." Important to winning is also sound preparation and consistency in performance.

WILLY DAVIS, now a successful beer distributor in Los Angeles, will settle only for first. If knocked to his knees, he will try again to win. The key word in his success is consistency, a trait cultivated by Coach Lombardi.

HENRY JORDAN, five times All-Pro defensive tackle, is Executive Director of the Milwaukee Summerfest. The year before he assumed the position, the Summerfest lost thousands of dollars; under his leadership, it has become a financial success enthusiastically supported by the city. According to him, a successful salesman will not take no for an answer. He advises giving more to your work than you are asked for. The key word is DESIRE, a Lombardi-inspired concept.

JIM TAYLOR, famous All-Pro fullback, is in the construction business in Baton Rouge, Louisianna. He stresses the need for a well-defined goal; that determination, pride, and hard work will pave the way to the goal of a winner.

FRED THURSTON, offensive guard, and MAX MCGEE, offensive end, are co-owners of a string of nine restaurants named Left Guard. Both stress their need to be in the "winner's", rather than the "loser's" circle. Convinced that winning is a long term objective, they have translated the old Packer "winners" theme into reality through the success of their businesses. They, along with the other old Packers, took from Lombardi and the football field into their own business ventures.

Resume of film: THE REAL SECURITY

Produced by: BNA Films
Type: 16mm sound/color
Time: 25 minutes

This film consists of a 25 minute illustrated speech by Mr. Joseph Powell, business consultant and well-known speaker.

His major theme is that the real security lies not in clinging to the past and old ways of doing things, but in acquiring adequate adaptability to the very rapidly changing world.

This theme is developed by argument, example, maxim, authority, and effective use of visual aids.

1. The dinosaur was a very powerful animal, but became extinct because of inability to adapt to changed environment.

2. Change was gradual for many thousands of years.

   a. Solomon and George Washington were 3000 years apart in time, yet their life styles varied by little, and were essentially the same.
   b. After the discovery of the lever, it took ten or twenty thousand years to invent the wheel.
   c. Horses were in use for thousands of years before the harness was invented.
   d. After thousands of years the "oat" barrier was broken - the steam locomotive replaced the horse.

3. Resistance to change has always been great - it seems easier to most of us to "do things the way they have always been done" and to "think the way we have always thought." Even learned scientists are guilty of resisting change and looking backwards. Space travel was called impossible by them; the possibility that man could fly was discounted by aeronautical engineers two months before the Wright brothers made their first flight (they didn't know it couldn't be done!)

4. "Necessity is the mother of invention" is hogwash; if this were true, bulldozers would have been invented to help build the pyramids, and invention would be most prevalent in the backward and emerging nations.

5. The real mother of invention is dissatisfaction with what is being done now and the way it is being done.

The business world needs: (1) more dissatisfied employees, and (2) a climate conducive to creative thinking to solve ever new problems in a constantly changing world. This is THE REAL SECURITY.

Resume of film: SECOND EFFORT

Produced by: Dartnell

A resume of Vince Lombardi's five rules for success:

1. MENTAL TOUGHNESS IS ESSENTIAL TO SUCCESS: Success in anything in the world is at least 75% mental. Mental toughness is perfectly disciplined will. You discipline your will by refusing to give into yourself. Mental toughness is a state of mind; one that refuses to admit defeat. It is character in action - it builds confidence.

2. CONTROL THE BALL: As a salesman, the only way that you can be sure of making every pertinent sales point is to control the sales presentation. A salesman recognizes each customer as a unique personality and he has a suitable sales approach to fit. If one doesn't work, he doesn't hesitate to try something different. Confidence is contagious; it will develop into pride.

3. FATIGUE MAKES COWARDS OF US ALL: When you're tired physically, you have to be tired mentally too. You lack drive and aggressiveness. To the dedicated salesman, "Fatigue makes cowards of us all" means more than a suggestion to follow in regular exercises. It means proper diet and enough sleep to restore your body to peak efficiency.

4. OPERATE ON LOMBARDI: Be fifteen minutes early for your every appointment. Time spent for a call-back when one call should have done the job, time spent on a solicitation for which you're unprepared, time spent sitting and waiting, doing nothing, isn't LOMBARDI TIME.

5. MAKE THAT SECOND EFFORT: Every salesman must have the will to win. A good salesman makes a total commitment to his company, his product, and himself. Second effort becomes an integral part of his character, a part that pays off. The success and pride these five rules can bring to the man who follows them are well worth the effort - yes, even second effort.

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Resume of film: GETTING AHEAD: THE ROAD TO SELF DEVELOPMENT

Producer:	Roundtable Productions
Type:	16mm sound/color
Time:	30 minutes

The problem of why some persons get ahead and others stay at the same level is explored by filmed testimonials from successful executives and business leaders. Their advice on how to get ahead:

1. Often one must change his attitude toward himself.

   Some had undervalued themselves in early days, feeling that others were smarter, better educated, or more competent than they. Others overevaluated themselves and thus felt that the world owed them a living. Nearly all subjected themselves to re-evaluation of their self-image.

2. Self re-evaluation foster the setting of new goals.

   a. Most set long goals - five or ten years hence.

   b. All recommended the establishment of short-term (weekly or monthly) goals.

3. Do an honest self-appraisal of strengths and weaknesses.

4. Welcome all constructive and objective criticism from others.

5. Get as much education as needed, regardless of the sacrifice.

6. Do your job as well as you possibly can; dedication will be rewarded by promotion.

7. Develop concerns for others.

   a. Everyone makes mistakes; the important thing is to learn from them.

   b. Develop empathy (the ability to put yourself in the other person's shoes).

   c. Develop the ability to listen to others (most people would rather talk than listen).

8. Getting ahead often means considerable sacrifice and work, but all felt that job satisfaction was the major reward.

Resume of film: HOT CARDS

Produced by: Muyskene/Madison
Type: 16mm sound/color
Time: 20 minutes

The Problem: "Hot cards" is the police term for stolen credit cards. The hot-card artist gets access to the same hot-card list that is given to retail dealers, but often before the dealer receives the list. Thus, the operator often has as much as six days in which to make his fortune before retailers know that he is using a hot-card. During this period, the credit card crook makes one large purchase while the card is still clean - perhaps $200 worth of clothes - but under the limit designated to the card account.

The success these operators enjoy is owing to the techniques they use on retail clerks: speed of transaction, humor, fast-talk, rattling the clerk, and the knowledge that even though clerks get rewards for catching a hot-card artist, they seldom check the hot-card list.

The Solution:

1. Note the expiration date on the card presented.
2. Match the name with the face.
3. Check the hot-card list.
4. Compare signatures.
5. If at all suspicious, make an authorization call to the company issuing the credit card.

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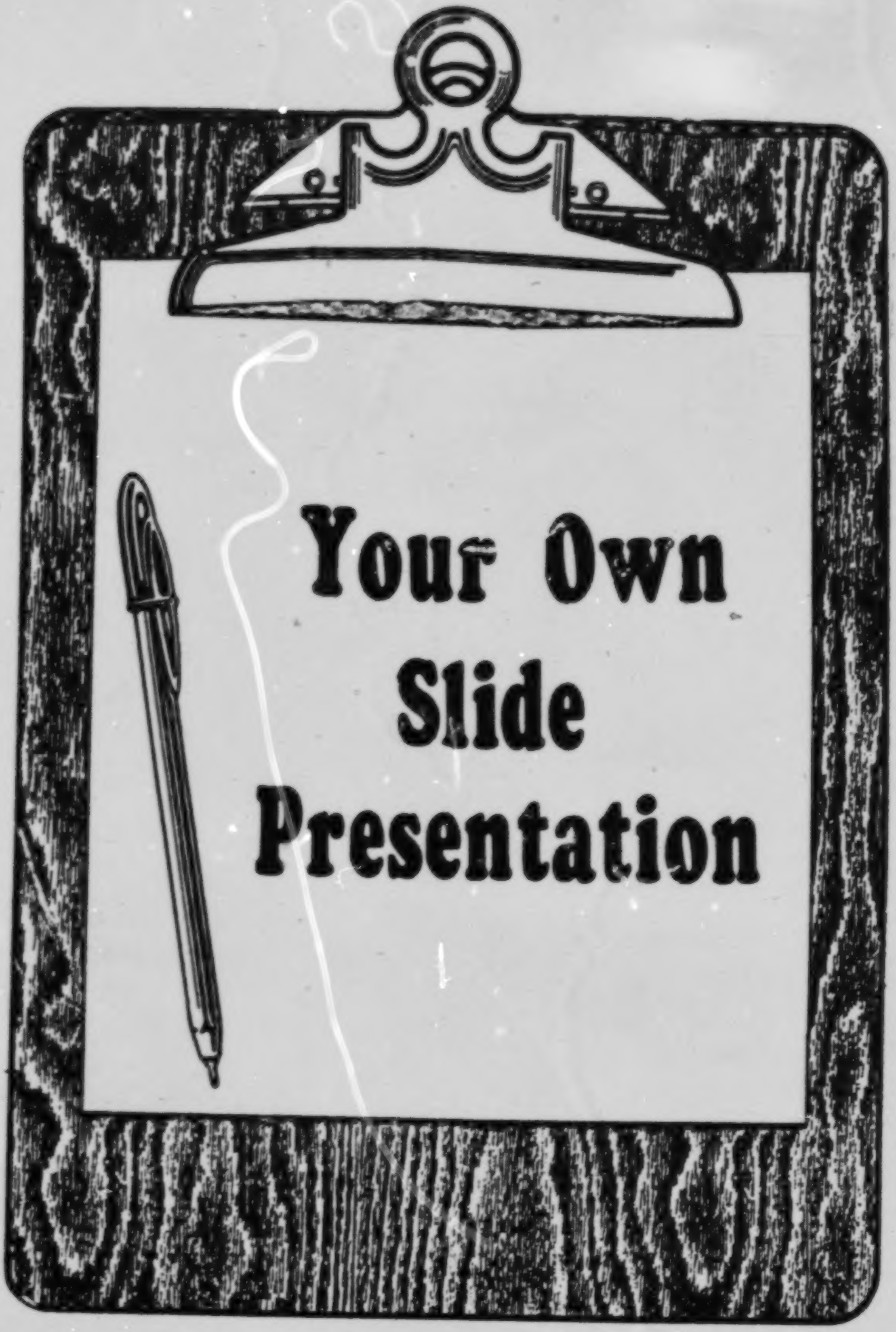

Your Own Slide Presentation

SPRINGFIELD & CLARK COUNTY

JOINT VOCATIONAL
BOARD OF EDUCATION

R.O. BRINKMAN
Superintendent

1901 Selma Road . Springfield, Ohio 45505

Telephone:
325-7368

WILLIAM H. RUEF
President

BETTY L. CHAPMAN
Vice President

HARRIETT L. LEVINE

ROBERT O. LONG

GERALD STUDEBAKER

RICHARD REYNOLDS
Clerk

May 12, 19__

The Distributive Education Services of the State Department of Education is planning to offer a new adult education course throughout the State entitled, "Tourist Information." As one part of this course, we are planning a two-hour slide presentation of tourist attractions. In the slide presentation we shall like to include some of the famous eating places throughout the state. Therefore, we are writing you to ask that (if at all possible) you can send me, by return mail, a slide of the exterior and one of the interior of your establishment along with a short statement to be added to our commentary so that your famous eating establishment might be included in our presentation.

This course will be offered in probably every community throughout the state in the next year or so. Literally hundreds of people will be enrolled in this course. We shall appreciate your promptness in returning the slides if you have them available. Address your reply to:

Robert A. Canei
1901 Selma Road
Springfield, Ohio 45505

Sincerely yours,

Robert A. Canei
Adult Consultant
Distributive Education

Sample Commentary for Slides

OHIO POINTS OF INTEREST

Clear Fork: Located with Mohican State Forest, Ashland County. There are 5 picnic areas and 2 Class C camping areas, good hiking trails adjacent to Pleasant Hill Reservoir which is operated by the Muskingum Watershed Ohio Conservancy District and not the state. An especially scenic area.

Slide 1. Lookout Scene
2. Fishing
3. Stream Scene
4. Stream Scene
5. Swimming Area
6. Camping Area
7. Lookout Scene

Headlands Beach: Located in Lake County near Painesville. Beach is about 1 mile in length. Strictly a swimming and picnic area.

8. Beach
9. Beach
10. Beach

East Harbor State Park: Ohio's largest state beach, 1.8 miles in length and the largest state camping area (610 campsites). Class A camping. Located in Ottawa County on the Marblehead Peninsula. Other facilities include picnic areas and boat ramps. One of Ohio's most popular parts. A naturalist on duty during the summer conducts field trips and shows movies and slides indoors in the evening.

11. Beach
12. Beach
13. Picnic Area
14. Boat Ramp
15. Class A Camp
16. Trailer Area

Catawba: Located on the Catawba Island Peninsula, a few miles from East Harbor. Primarily a boat launch area in the summer. A public pier provides fishing. Is used heavily in the winter during the ice fishing season.

17. Boat Launch
18. Ramp and Ice Taxis
19. Ice Taxis and Piers

South Bass: Located on South Bass Island in Lake Erie. A popular Class C camping area, public dock available.

20. Harbor
21. Beach
22. Camp and Lake

Crane Creek: Located in Ottawa and Lucas Counties between Port Clinton and Toledo on Lake Erie. A good beach and picnic area adjacent to the Magee Marsh Waterfowl area, operated by the Ohio Division of Wildlife.

23. Beach
24. Beach
25. Beach

Harrison Lake: Located in Fulton County in the northwest corner of the State. A good Class A camping area and a 105 acre lake. Facilities include fishing, boating, and picnic area and 2 small beaches.

26. Lake Scene
27. Camp Area (empty)
28. West Beach
29. Fishing
30. Picnic

Grand Lake - St. Marys: One of the 6 canal reservoirs in the state park system. Almost 14,000 acres of water. This is a Class A camping area. Included popular activities are fishing, boating and swimming.

31. Boating
32. Ramp
33. Beach
34. Winter
35. Ice Fishing

Kiser Lake: Kiser Lake was constructed in the early 1930's. There are several hundred acres of water and most of the shoreline is wooded. It is a popular sailboat area. A camping area at the upper end of the lake will accomodate more than 100 families. The public beach is not far from the camping area. There are several short hiking trails at Kiser, one of which extends to an outlook of the entire lake.

36. Lakeview Trail
37. Shelter House
38. Camp
39. Group Camp
40. Fish Pier
41. Beach

Hueston Woods: Several thousand acres of land, a 600 acre lake and a variety of facilities make this a popular recreation area. 34 housekeeping cabins and a beach for the cabin renters are located on the east side of the lake. On the west side is a large Class A camping area, a public beach, marina and boat launching ramps. There are several picnic areas. There are hiking trails adjacent to the camp area, cabin area, and in old Hueston Woods a tract of virgin forest at the southwest corner of the park. In the summer, a naturalist is stationed at Hueston Woods to conduct field trips, tours, and evening programs.

42. Boating
43. Cabin
44. Cabin Area and Lake

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45. Camp Check-in
46. Camp Area
47. Camp
48. Fishing near Camp
49. Fishing and Marina
50. Main Beach
51. Beach from Hill

Cowan: This is a popular sailboat lake. There are 238 Class A campsites, with a private swimming beach.

52. Picnic Area and Beach
53. Beach Area (from afar)
54. Boat docks
55. Boat Launch

Rocky Fork: 2,000 acres of water help to make this area one of the state's more popular boating and fishing lakes. A large Class A camping area is located on the northwest side. There is an abundance of picnic areas and boat launch sites. There are 2 fine public beaches.

56. Scene
57. Scene
58. Boat Scene
59. Fishing
60. North Beach
61. South Bend
62. Boat Ramp (North Beach)
63. Camping Area

Pike: Pike State Park is located in 11,000 acre Pike State Forest. A small (13 acre) lake is in the center of the park. A fine 100 family Class C camping area is located below the dam. There are 14 housekeeping cabins. In the summer, a naturalist is stationed at Pike to conduct field trips, tours, and evening programs. Pike is off the beaten path and is not located on a state highway.

64. Lake Scene
65. Scene
66. Cabins
67. Camping
68. Field Trip

Scioto Trail: Scioto Trail is a small state park located within a large state forest. This is a relatively quiet area that includes 2 small lakes, a Class C camping area and picnic facilities. There is no beach.

69. Lake Scene
70. Picnic
71. Camping
72. Fire Tower View

Hocking Hills: Hocking Hills State Park includes 6 separate areas: Cantwell Cliffs, Rock House, Conkle's Hollow, Old Man's Cave, Cedar Falls, and Ash Cave. The area includes some of Ohio's most outstanding scenery in the form of steep cliffs, waterfalls and rugged narrow gorges. The camping areas for all of the Hocking parks are located at Old Man's Cave. One is a Class B camp, the other a primitive family camp. All of the areas except Cedar Falls and Conkle's Hollow have picnic facilities.

73. Conkle's Hollow (Conducted Tour)
74. Old Man's Cave Upper Falls
75. Cedar Falls

Lake Hope: Lake Hope, one of Ohio's most popular family parks, is located in 18,000 acres of Zaleski State Forest. There are 44 cabins at Lake Hope, part of which are housekeeping, the others being sleeping cabins. Sleeping cabin occupants eat their meals in the dining lodge which is also open to the general public. Laurel Lodge has sleeping rooms which are on a first come, first served basis. (Reservations for cabins at all state parks are made by writing directly to the park anytime after January 1.) A Class C camping area is located on a high ridge not far from the 120 acre lake. Other facilities include swimming, fishing, picnicking and group camping. A naturalist is stationed at Lake Hope to conduct field trips, tours, and evening programs. Evening programs are held in a nature center where exhibits including live animals are also housed. An extensive system of hiking trails is being developed with backpacking campsites along certain trails.

76. Hope Furnace
77. Lake in Fall
78. House and Cabin
79. Sleeping Cabin
80. Dining Lodge
81. Laurel Lodge
82. Beach
83. Old Hope Trail (Constat Entrance)
84. Fall Color (Pinney Hill)
85. Fall Color (Shew Road)
86. Pinney Hill (Snow)

Forked Run: Forked Run is a long narrow lake, much of it resembling a stream. The dam is located about one half mile from the Ohio River. The surrounding country is rugged and scenic. The park is adjacent to Shade State Forest. Facilities include: picnicking, fishing, swimming, and camping in a Class B camp area.

87. Scene
88. Ohio River
89. Campsites
90. Camp - Class B
91. Fishing
92. Beach
93. Riverview Trail (Fall)
94. Scene

Burr Oak: Burr Oak State Park boasts one of Southern Ohio's finest fishing lakes (640 acres). Facilities include several boat rentals and launching sites, picnicking, a fine sandy beach, and a Class A camping area.

95. Fall Scene (Lakeridge)
96. Beach
97. Camp
98. Docks

Blue Rock: Blue Rock State Park is located within Blue Rock State Forest. A small Class C camping area is located below the dam of 15 acre Cutler Lake. A public beach is located nearby. There are several picnic areas.

99. Tower Scene
100. Beach Area
101. Boathouse
102. Beach
103. Camp Area

COMMENTARY OF SOME OF THE MORE FAMOUS EATING PLACES IN THE STATE

Benders Tavern: in operation since 1902
(in Eaton)

104. Exterior
105. Interior
106. Interior
107. Entrance
108. Interior
109. Art Work
110. Art Work

Mrs. Wagner's Colonial Kitchen: was formerly a charming residence owned by Grandmother Donohue whose name was foremost in the pioneer history of Eaton. The old home was built in the early 1800's.
(Eaton)

111. Interior and Exterior

Shade Restaurant: famous for its cream and sugar pies
(Canal Winchester)

112. Exterior
113. Interior

King Cole Restaurant: The King Cole is a Dayton landmark, and has made its name as one of America's truly fine restaurants. It's subtle, old-world decor is enhanced by famed 17th, 18th, and 19th century art masterpieces on its walls, including original oils by Gainesborough, Romney, Lawrence, Sir Peter Lely, and an original by the American, Frederic Remington. The cuisine of King Cole is equally cosmopolitan, and exotic continental dishes have become staples at the Dayton restaurant.
(Dayton)

114. Exterior
115. Exterior
116. Interior

The Danish Smorgasbord
(Richfield)

117. Entrance Sign
118. Exterior
119. Exterior
120. Interior

Kahiki Supper Club:
(Columbus)
famous for Polynesian, Cantonese, and American cuisine - also specializes in exotic drinks.

121. Kahiki from the air
122. Guardian of the Quiet Village
123. Maui Bar
124. Outside Garden
125. Luau
126. Exotic Polynesian Drinks
127. Sacrificial God
128. Mystery Girl

The Tavern
(Cleveland)

129. Exterior
130. Interior
131. Interior

The Old Plantation:
(Maumee)
Eating place since 1850. When you dine here, you are whisked back to the leisurely gracious living of the 1860's.

132. Exterior
133. Interior

Golden Lamb: One of Ohio's oldest and finest
(Lebanon)

134. Exterior
135. Shaker Village Gift Shop
136. Black Horse Gift Shop
137. Shaker Dining Room
138. Dickens Dining Room
139. Thomas Corwin Room
140. Lobby

Grammer's Restaurant:
(Cincinnati)
located on 1440 Walnut Street in downtown Cincinnati. It has been an institution in the city since it was founded by Frank Grammer in 1872. Today the restaurant faithfully maintains its "Olde World" atmosphere while specializing in German food and imported beer.

141. Exterior
142. One of 5 dining rooms. Total seating capacity of Grammer's is 210 people.

Northwood Inn
(Toledo)

143. Exterior
144. Fireside Lounge
145. Fireside Lounge
146. Empress Room
147. Colonial Room

The Rosa Villa Restaurant:
(Akron)

This fine restaurant has been serving since 1928. All of their meals are processed daily on the premises. Since 1953, the pies baked at the restaurant have won the Summit County Fair first place blue ribbon.

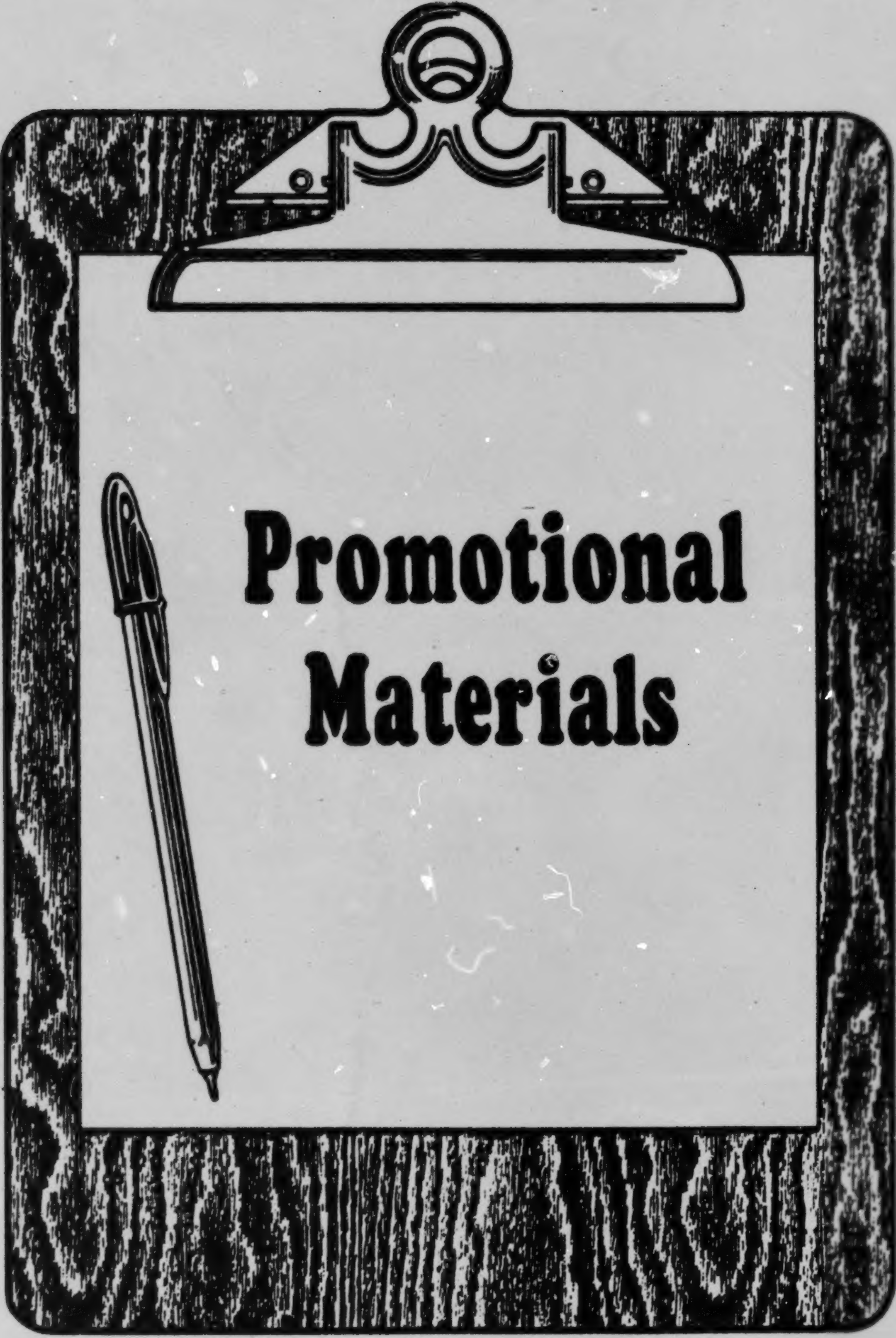
148. Exterior
149. Exterior
150. Interior

McGarvey's Restaurant:
(Vermillion)

McGarvey's is the only boat drive-in restaurant on the Great Lakes. On Wednesday night, they have a special feature entitled "Sip, Sup, N' Sail." The patron receives a cocktail of his choice, a dinner and an hour's cruise through the picturesque Vermillion Lagoons and cool Lake Erie. The special price is $4.85.

151. Exterior

152. Map of Ohio - The Wonderful World of Ohio is the place to visit!!!!!!



Promotional Materials

SAMPLE NEWS RELEASE

Robert A. Canei
Phone: 325-5461
Adult Department
Springfield-Clark County
Joint Vocational School
1901 Selma Road
Springfield, OH 45505

Release
IMMEDIATELY

JET-AGE HOSPITALITY CLINIC SLATED FOR EMPLOYEES

Employees in all phases of airport operation will be offered a special "Training in Jet-Age Hospitality" clinic in a joint project with the Springfield-Clark County Joint Vocational School and Springfield Convention and Visitors Bureau. The instructor for this six(6) hour clinic will be Robert A. Canei, Adult Supervisor.

The course is designed to acquaint airport personnel in how to provide better working relations with tourists, to make work more pleasant, and to increase earnings.

Two separate sections will be offered so that most airport personnel will be able to attend. One class will meet from 9 to 11 a.m. and the other from 2 to 4 p.m. Monday through Wednesday. The training course is free and all meetings will be held in the private pilot's lounge at the Cox Municipal Airport in Vandalia. The Airport Manager is cooperating with the project and encourages all personnel for businesses located at the airport to enroll in the unique training program.

Thousands of visitors form their image of our area by the contact they have with airport personnel. If they receive friendly, efficient services, it will directly benefit our economy by encouraging more visitors to come or to stay longer. It can also help attract new industry to the Springfield-Dayton area.

No advance registration is required. Additional information may be obtained by contacting the Convention and Visitors Bureau or the Airport Office.

SAMPLE NEWS RELEASE

Robert A. Canei
Phone: 325-5461
Adult Department
Springfield-Clark County
Joint Vocational School
1901 Selma Road
Springfield, OH 45505

RELEASE DATE

Immediately

PROGRAM TO TRAIN TOURIST INDUSTRY[1]

The Adult Distributive Education Department, Division of Vocational Education, State of Ohio, is organizing tourist classes for Ohioans involved in tourist-oriented businesses.

The classes will be geared to such professions as owners, managers, and employees of restaurants, hotels, motels and other types of tourist facility complexes.

The program is being set up presently in eastern and southeastern Ohio through members of the Buckeye Tourist Council, Inc. Mr. Jerry Garman of the Zanesville office for distributive education met with council members at their February meeting to explain the value of such a program.

Topics to be included in the training classes include: human relations, techniques of selling, customer relations, food service techniques, points of interest, importance of tourism to Ohio and the importance of employees to success of business operations.

Robert A. Canei, adult training consultant, will be director for this program through the Adult Distributive Education Department, Division of Vocational Education, State of Ohio. Any individuals interested in tourist business should contact Canei at the Distributive Education Office.

---

[1] OHIO TRAVEL, Vol. 7 No. 3, March 1972; Ohio is Happening, Travel and Tourist Division, Box 1001, Columbus, Ohio.

SAMPLE NEWS RELEASE

Robert A. Canei
Phone: 325-5461
Adult Education
Springfield-Clark County
Joint Vocational School
1901 Selma Road
Springfield, OH 45505

RELEASE DATE

IMMEDIATELY

ANNOUNCING TOURISM TRAINING CLASSES

The Adult Distribution Education Department, Division of Vocational Education for the State of Ohio, is in the process of organizing and conducting tourist training classes for the owners, managers, and employees of restaurants, hotels, motels, and all types of recreational facility complexes. These classes will be set up through the different associations in Ohio that are connected with the Department of Development, Tourist and Travel Division. These classes will be taught on an employer or employee level. Topics such as: Human Relations, Techniques of Selling, Customer Relations, Food Service Techniques, Points of Interest (commercial attractions, parks, lakes, etc.), Importance of Tourist Business to Ohio and Your Area, How Tourist Business Means More Money for Each Employee, How to Give Directions, Advantages of Living and Working in Ohio and your Area, Importance of Employees to Success of Business Operations, are examples of what will be considered in the different classes.

Robert A. Canei, Adult Supervisor, will be the director for this program through the Adult Distributive Education Department of Ohio. Any individuals interested in continuing tourist training may contact him at the Springfield-Clark County Joint Vocational School, Adult Department, 1901 Selma Road, Springfield, OHio, 45505.

SAMPLE NEWS RELEASE

Robert A. Canei
325-5461
Adult Department
Springfield-Clark County
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1901 Selma Road
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Immediately

EDUCATIONAL SERVICES AVAILABLE FOR CHAPTER MEETINGS[1]

The Ohio Mobile Home & Recreational Vehicle Association has made contact with the Adult Distributive Education Department, State Department of Vocational Education in Ohio, for their manager training program. The Adult Distributive Education Department has visual aids material in the areas of supervisory and management development, professional selling, understanding attitudes of people, employee motivation, employee training in small businesses, advertising and promotion in small businesses, and employee recruitment and selection in a small business.

The visual topics can be used from Adult Distributive Education Department through our Association. Depending upon what aid your Chapter would like, will constitute the cost for the rental of films. Their department can also supply a projector for these films along with handout material for Chapter Meetings, if they do not have a previous scheduling engagement.

Adult Distributive Education is made up of experienced personnel in the marketing and distribution fields. They have a number of courses that are applied to the marketing and distribution areas that could help you as a manager. For further information, please contact your Association office. We will be happy to consult with Robert A. Canei, who will represent Adult Distributive Education Services to your State Association.

---

[1] Ohio Mobile Home & Recreational Vehicle Association, 50 W. Broad St. - Suite 1930 Columbus, Ohio 43215.

SAMPLE NEWS RELEASE

Robert A. Canei
Phone: (513) 325-5461
Adult Department
Springfield-Clark County
Joint Vocational School
1901 Selma Road
Springfield, Ohio 45505

RELEASE DATE

Immediately

TRAINING SESSIONS HELD[1]

The joint effort of the Coshocton County Motor Club (AAA), Chamber of Commerce, and Roscoe Village in providing sessions for the persons interested in tourism in the county was termed a success by those attending.

Robert A. Canei, training specialist, from the Ohio Adult Distribution Education Department, pointed out there are certain things that visitors expect when they come to any area. They expect a cordial welcome, not only as they enter the village, but also as they enter each business establishment. They expect the atmosphere of the area, to be carried out; for example, in a historical area, all persons meeting the public should be in authentic costumes.

"The whole community benefits when a tourist visits the area. Tourism is the fastest growing industry, barring none," said Canei. "If people coming to the area do not see what they expected to see, they will save their money to spend elsewhere."

---

[1] Coshocton Tribune, April 14, 1972.

SAMPLE NEWS RELEASE

Robert A. Canei
Phone (513) 325-5461
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Springfield-Clark County
Joint Vocational School
1901 Selma Road
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RELEASE DATE

Immediately

TOURISM TRAINING SET[1]

A ten-hour training session on Tourism is being held at the Chamber of Commerce conference rooms, Thursday and Friday. The training, a service of the State Department of Education, will be conducted by Bob Canei, training specialist of Adult Ditributive Education; Jerry Garman, Adult Coordinator and Phil Weiss, Adult Regional Consultant.

Custom built for the local area, the entire training session will be geared to stress the importance of hospitality in a tourist region.

Over 150,000 persons visited Roscoe Village this past year, making it one of the top tourist attractions in Ohio and a recipient of the 1971 Governor's Award for tourism.

Taking part in the training session will be persons wishing to deal more effectively with local visitors and out-of-towners. Participants will study area history as well as becoming familiar with the facilities available for dining and overnight accomodations.

Tours of Roscoe Village, Triple Locks, Monticello II, and the Johnson-Humrickhouse Museum will be taken to acquaint the participants with the immediate area and its heritage. The techniques planned for this course will be, "Just as the tourist is welcome and guided through Roscoe Village." The procedure will then be evaluated during a brainstorming session.

As the study was designed for a specific number of trainees, reservations were accepted only for a limited number of persons. Those interested in further training sessions may contact the Promotion Dept. in Roscoe Village for information.

---

[1] Coshocton Tribune, May 5, 1972.

SAMPLE FLYER

JET AGE HOSPITALITY CLINICS

WHAT:	Three Sessions of Tourist Promotion Training
	TOPICS OF STUDY Public Relations How To Sell Things To Do in the City
WHEN:	9:00 - 11:00 a.m. or 2:00 - 4:00 p.m., February 1,2,3
WHERE:	Municipal Airport, Room _____
INSTRUCTOR:	Name, Training Specialist Adult Distributive Education
COST:	No Charge
CONDUCTED BY:	Adult Distributive Education Department City, Public Schools
SPONSORED BY:	City Convention and Visitors Bureau
BENEFITS:	* Increased Earnings and Tips * Free Passes to Commercial Attractions * Better Working Relations with Tourists * Enjoying Your Work More

SAMPLE FLYER

SELL CITY CLINIC

* A SPECIAL TOURIST PROMOTION TRAINING PROGRAM FOR ALL EMPLOYEES WHO WORK WITH TOURISTS IN A DIRECT OR INDIRECT MANNER.

* *

WHAT: Three one and one-half hour sessions on topics of study relating to Tourist Relations. Program includes:

*Importance of tourist business to you, your business, and city

*Slide Presentation on city area points of interest

*Handling tourist problems and questions

*Customer and Human Relations

*How to give directions

*Films on tourist promotion in state

WHEN: 2:30-4:00 p.m. May 6 - 7 - 8 Tuesday - Wednesday - Thursday

WHERE: Name, Cafeteria (2nd floor) Address, City, State

COST: No cost to you; expenses paid by Distributive Education Department, City, Public Schools

REGISTRATION: To enroll and for further information, call phone number

SPONSORED BY: Adult Distributive Education Department, City Center for Continuing Education

* *

FREE BONUS!!!!!!!!!!

Family passes to commercial attractions for all people who complete the clinic!

SAMPLE FLYER

A QUESTIONNAIRE FOR TOURIST-MINDED BUSINESS PEOPLE

1. Do your employees know 10 points of interest for a visitor to your area? Do you?

2. Are your employees able to direct visitors clearly and concisely to those points of interest? Are you?

3. Do your employees know 15 exciting attractions in the state of Ohio? Do you?

4. Does your business community know that 28 visitors a day bring as much money to the community as a $100,000 payroll? In new money, too! (Or do they think the traveler is purely the concern of the restaurants, motels, and service stations?)

5. Do you have happy, well-trained staff members who don't need to brush up on courtesy and better service?

IF YOU CAN SAY "YES" TO 4 OUT OF 5 OF THE ABOVE QUESTIONS......CONGRATULATIONS!!!

IF YOU MUST IN ALL HONESTY SAY "NO" TO ANY OF THEM, PERHAPS WE CAN BE OF SERVICE TO YOU:

(Names)

SAMPLE NEWS RELEASE

Robert A. Canei
Phone: 325-5461
Adult Education
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Robert A. Canei, Adult Supervisor, will be the director for this program through the Adult Distributive Education Department of Ohio. Any individuals interested in continuing tourist training may contact him at the Springfield-Clark County Joint Vocational School, Adult Department, 1901 Selma Road, Springfield, OHio, 45505.

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[1] Coshocton Tribune, April 14, 1972.

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Robert A. Canei
Phone (513) 325-5461
Adult Department
Springfield-Clark County
Joint Vocational School
1901 Selma Road
Springfield, OH 45505

RELEASE DATE

Immediately

TOURISM TRAINING SET[1]

A ten-hour training session on Tourism is being held at the Chamber of Commerce conference rooms, Thursday and Friday. The training, a service of the State Department of Education, will be conducted by Bob Canei, training specialist of Adult Ditributive Education; Jerry Garman, Adult Coordinator and Phil Weiss, Adult Regional Consultant.

Custom built for the local area, the entire training session will be geared to stress the importance of hospitality in a tourist region.

Over 150,000 persons visited Roscoe Village this past year, making it one of the top tourist attractions in Ohio and a recipient of the 1971 Governor's Award for tourism.

Taking part in the training session will be persons wishing to deal more effectively with local visitors and out-of-towners. Participants will study area history as well as becoming familiar with the facilities available for dining and overnight accomodations.

Tours of Roscoe Village, Triple Locks, Monticello II, and the Johnson-Humrickhouse Museum will be taken to acquaint the participants with the immediate area and its heritage. The techniques planned for this course will be, "Just as the tourist is welcome and guided through Roscoe Village." The procedure will then be evaluated during a brainstorming session.

As the study was designed for a specific number of trainees, reservations were accepted only for a limited number of persons. Those interested in further training sessions may contact the Promotion Dept. in Roscoe Village for information.

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[1] Coshocton Tribune, May 5, 1972.

SAMPLE FLYER

JET AGE HOSPITALITY CLINICS

WHAT: Three Sessions of Tourist Promotion Training

TOPICS OF STUDY

Public Relations
How To Sell
Things To Do in the City

WHEN: 9:00 - 11:00 a.m. or 2:00 - 4:00 p.m., February 1,2,3

WHERE: Municipal Airport, Room _____

INSTRUCTOR: Name, Training Specialist
Adult Distributive Education

COST: No Charge

CONDUCTED BY: Adult Distributive Education Department
City, Public Schools

SPONSORED BY: City Convention and Visitors Bureau

BENEFITS:

- Increased Earnings and Tips
- Free Passes to Commercial Attractions
- Better Working Relations with Tourists
- Enjoying Your Work More

SAMPLE FLYER

SELL CITY CLINIC

* A SPECIAL TOURIST PROMOTION TRAINING PROGRAM FOR ALL EMPLOYEES WHO WORK WITH TOURISTS IN A DIRECT OR INDIRECT MANNER.

* *

WHAT: Three one and one-half hour sessions on topics of study relating to Tourist Relations. Program includes:

*Importance of tourist business to you, your business, and city

*Slide Presentation on city area points of interest

*Handling tourist problems and questions

*Customer and Human Relations

*How to give directions

*Films on tourist promotion in state

WHEN: 2:30-4:00 p.m. May 6 - 7 - 8 Tuesday - Wednesday - Thursday

WHERE: Name, Cafeteria (2nd floor) Address, City, State

COST: No cost to you; expenses paid by Distributive Education Department, City, Public Schools

REGISTRATION: To enroll and for further information, call phone number

SPONSORED BY: Adult Distributive Education Department, City Center for Continuing Education

* *

FREE BONUS!!!!!!!!!!

Family passes to commercial attractions for all people who complete the clinic!

SAMPLE FLYER

A QUESTIONNAIRE FOR TOURIST-MINDED BUSINESS PEOPLE

1. Do your employees know 10 points of interest for a visitor to your area? Do you?

2. Are your employees able to direct visitors clearly and concisely to those points of interest? Are you?

3. Do your employees know 15 exciting attractions in the state of Ohio? Do you?

4. Does your business community know that 28 visitors a day bring as much money to the community as a $100,000 payroll? In new money, too! (Or do they think the traveler is purely the concern of the restaurants, motels, and service stations?)

5. Do you have happy, well-trained staff members who don't need to brush up on courtesy and better service?

IF YOU CAN SAY "YES" TO 4 OUT OF 5 OF THE ABOVE QUESTIONS......CONGRATULATIONS!!!

IF YOU MUST IN ALL HONESTY SAY "NO" TO ANY OF THEM, PERHAPS WE CAN BE OF SERVICE TO YOU:

(Names)

HOSPITALITY TRAINING

WHAT: CUSTOMER RELATIONS - a 10 hour training unit on TOURISM

WHERE: In your place of business, Chamber of Commerce, or hospitality room of a utility company. You name it.

WHEN: At your convenience

HOW MANY: A minimum of 12, maximum of 25 trainees

BY WHOM: An Adult Distributive Education Specialist, assisted when possible by representatives from the State Parks, Recreation and Travel Division, and other services.

HOW MUCH: No cost to you. The training is a program of the State Department of Education, Vocational Division, Distributive Education Service. It is funded by State and Federal Vocational Education.

WHY: Because we believe that only by better service, better understanding , and mutual effort can we meet the demands of the ever increasing number of visitors to our very beautiful state. We are constantly made aware of the competition - from Hawaii to Florida, from the Smithsonian to Pike's Peak - for the valuable dollar deposited by the traveler as he passes through.

THE TRAINEE WILL BE ABLE TO:

1. List and give directions to attractions within the local area and the state.
2. Deal with the traveler in normal and abnormal situations.
3. Explain the value of the visitor's dollar to the community.
4. Acquire a better understanding of human behavior and exhibit a better attitude.

MAY WE BE OF SERVICE TO YOU??

(Names)

SAMPLE QUESTIONNAIRE

Date

Dear Buckeye Tourist Member:

The Distributive Education Services of the State of Ohio is in the process of organizing and conducting special tourist promotion classes for Southeastern Ohio. These classes will be concerned with tourist promotion, salesmanship, human and customer relations and food service training.

Your ideas and suggestions are needed before we can finalize training plans for this year. Listed below are questions relating to the type of training you might like to have developed and conducted for your employees this year. Please take a few minutes to answer the following questions and return the form today. This information needs to be tabulated for the meeting.

1. Check the topics you feel are most important in making your employees more effective in working with your customers:

___1. Techniques of Selling
___2. Human Relations
___3. Points of interest (commercial attractions, parks, lakes, etc.)
___4. Food Service Techniques
___5. Importance of Tourist Business to Ohio & your area
___6. Importance of Employees to success of Business Operations
___7. Customer Relations
___8. How to Give Directions
___9. Historical Significance of Ohio & your area
___10. Bus tours for employees of key points in your area
___11. Highlights of Ohio History & Points of Interest
___12. Advantages of Living & Working in Ohio and your area
___13. How tourist Business Means more Money for each Employee

Other topics, please add: ______________________________

2. What would be the most convenient location to conduct training for your employees? ______________________________

3. What would be the most convenient time for training your employees?
morning _____ afternoon _____ evening _____

4. How long do you think the training should be? 2 hours (1 session); 4 hours (2 sessions); 6 hours (3 sessions); 8 hours (4 sessions); 10 hours (5 sessions); Circle your Choice.

5. Number of employees you would like to enroll in the tourist training program:
____

THERE IS LITTLE OR NO COST FOR THESE TRAINING PROGRAMS!

Your Name ______________________ Name of Business ______________________
Address ______________________ Telephone No. ______________________

Return this questionnaire to:

Robert A. Canei
Adult Distributive Education Consultant
Distributive Education Services
34 North High Street, Room 504
Columbus, Ohio 43215

STATE OF OHIO
DEPARTMENT OF EDUCATION
COLUMBUS
43215

DATE: March 13, 1972

TO: Buckeye Tourist Member

FROM: Robert A. Canei, Adult Consultant

SUBJECT: Follow-up Report on Questionnaire

This is a follow-up on the questionnaire that was sent out to you concerning the type of tourist training you would like your business to have. Listed below are topics according to their importance:

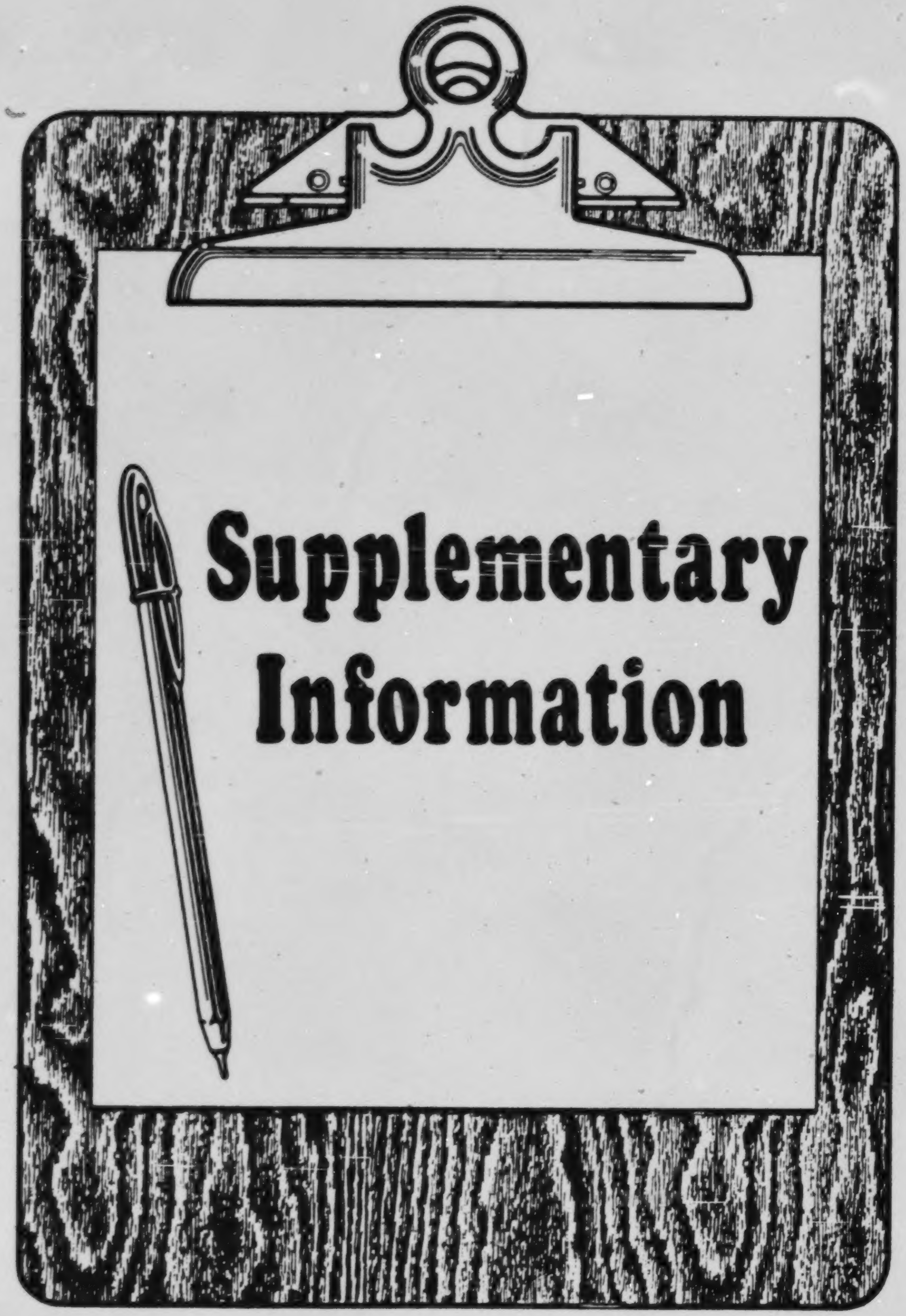
1. Importance of Employees to Success of Business Operations
2. Customer Relations
3. How Tourist Business Means More Money for Each Employee
4. Techniques of Selling
5. Human Relations
6. Importance of Tourist Business to Ohio and Your Area
7. Historical Significance of Ohio and Your Area
8. How to Give Directions
9. Points of Interest (Commercial attractions, lakes, parks, etc.)
10. Bus Tours for Employees of Key Points in your area
11. Advantages of Living & Working in Ohio and your area
12. Highlights of Ohio, History and Points of Interest
13. Food Service Techniques

I would like to take this opportunity to thank the businesses that sent back their questionnaires. They have paved the way for tourist training here in Ohio. We are now ready to start our tourist training programs for your individual businesses.

Enclosed you will find copies of flyers of the tourist training program. If you have any questions or need additional information, contact any of the men listed on the flyer.

RAC:nmj

Enclosures



Supplementary Information

DOMESTIC TRAVEL AND TOURISM

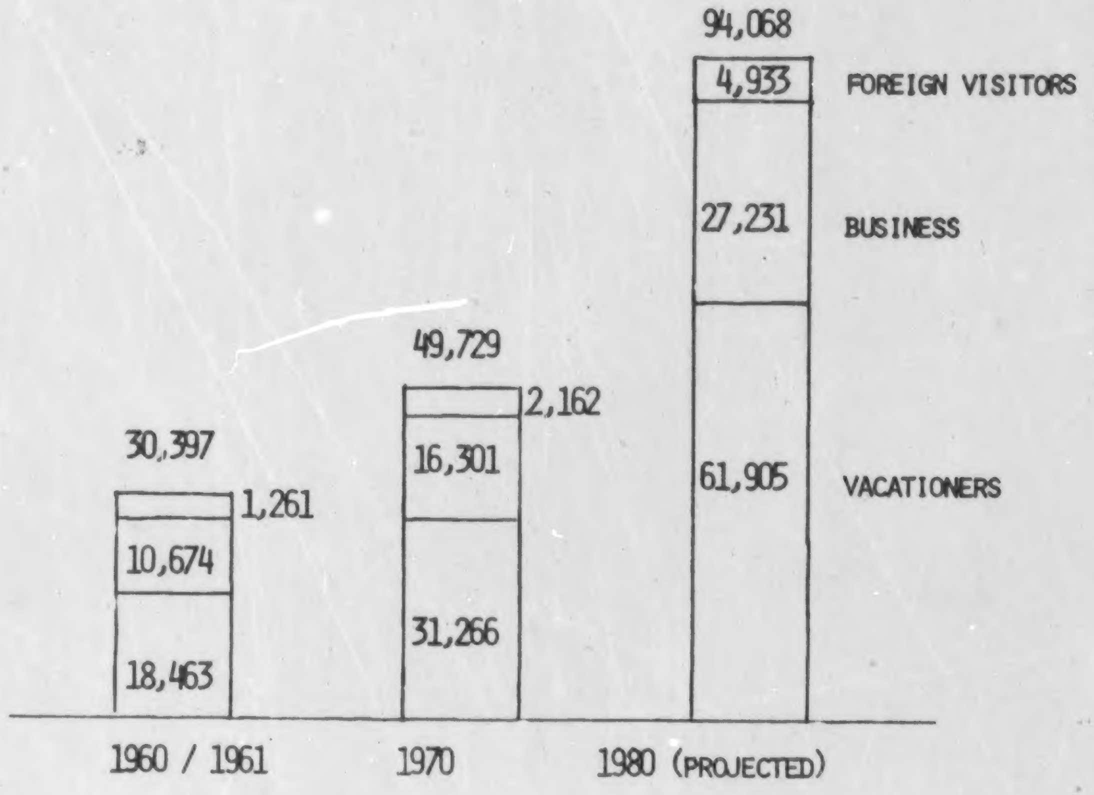
Gains in real income have been important factors affecting rapid growth in spending for tourism. In general, the average household spends a proportionately smaller share on essentials and more on leisure and luxury items as real income increases. It has been estimated that over 40% of all growth in tourism expenditures during the Sixties was due to an upward shift in income, almost 43% to price increases, with the remainder attributable to an increase in the number of families. Total tourist expenditures are quite difficult to disaggregate, since they tend to be fragmented among a variety of retail establishments or hidden in the fixed costs of ownership, such as automobile expenditures. In this study, approximately 21% of automobile use has been allocated for the purpose of tourism, while an estimated 27% of expenditures in eating and drinking establishments are similarly accounted for. Automobile related expenditures have always been the largest single item of expense for tourism, but this share has declined from 42% of the total in 1960-61 to 38% in 1970, and is projected to decline to 30% by 1980. At the same time, food, lodging and public transportation are expected to increase their share by 2%, 4% and 1% respectively.

Foreign visitors spent almost $3.3 billion in the United States in 1973 (an increase of 50% since 1970), more than was spent in any other country; however, U.S. per capita foreign tourist receipts - less than $16 - are the smallest among the leading tourist countries. By comparison, Canada's per capita receipts were $59 in 1971; Austria's were $171. Historically, more than 70% of all foreign tourists visiting the U.S. have come from Canada, but the last few years have seen a rapid growth in overseas tourists. The number of Japanese traveling to this country tripled between 1971 and 1973, and their expenditures of $334 million in 1973 were higher than those of tourists from any other overseas country. Foreign tourist expenditures in this country may be further stimulated by the devaluation of the dollar, the recent appreciation of some currencies in relation to the dollar, as well as by the continued affluence abroad. A lower inflation rate in the United States than in other major tourist-receiving countries may also affect decisions to travel to the United States. For the twelve-month period ending January 1974, the inflation rate in the United States (as measured by the consumer price index) was 9.4%, compared with a rate of 10.3% for France, 12.5% for Italy, 14.3% for Spain, and 33.0% for Greece.

On the following pages, are some graphs to illustrate the above narration.

ESTIMATED EXPENDITURES FOR TOURISM IN THE U.S.

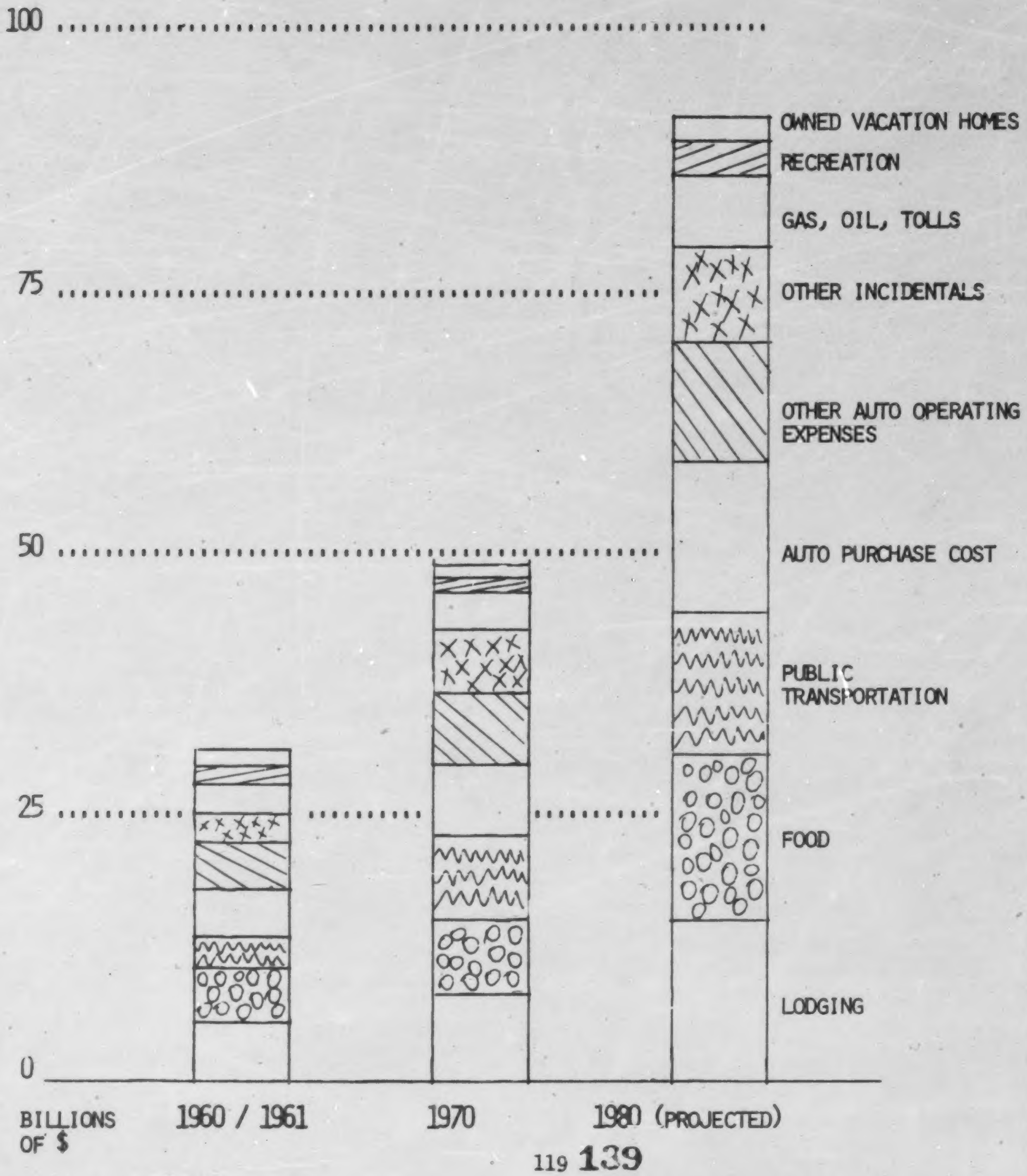
(BY SECTOR)



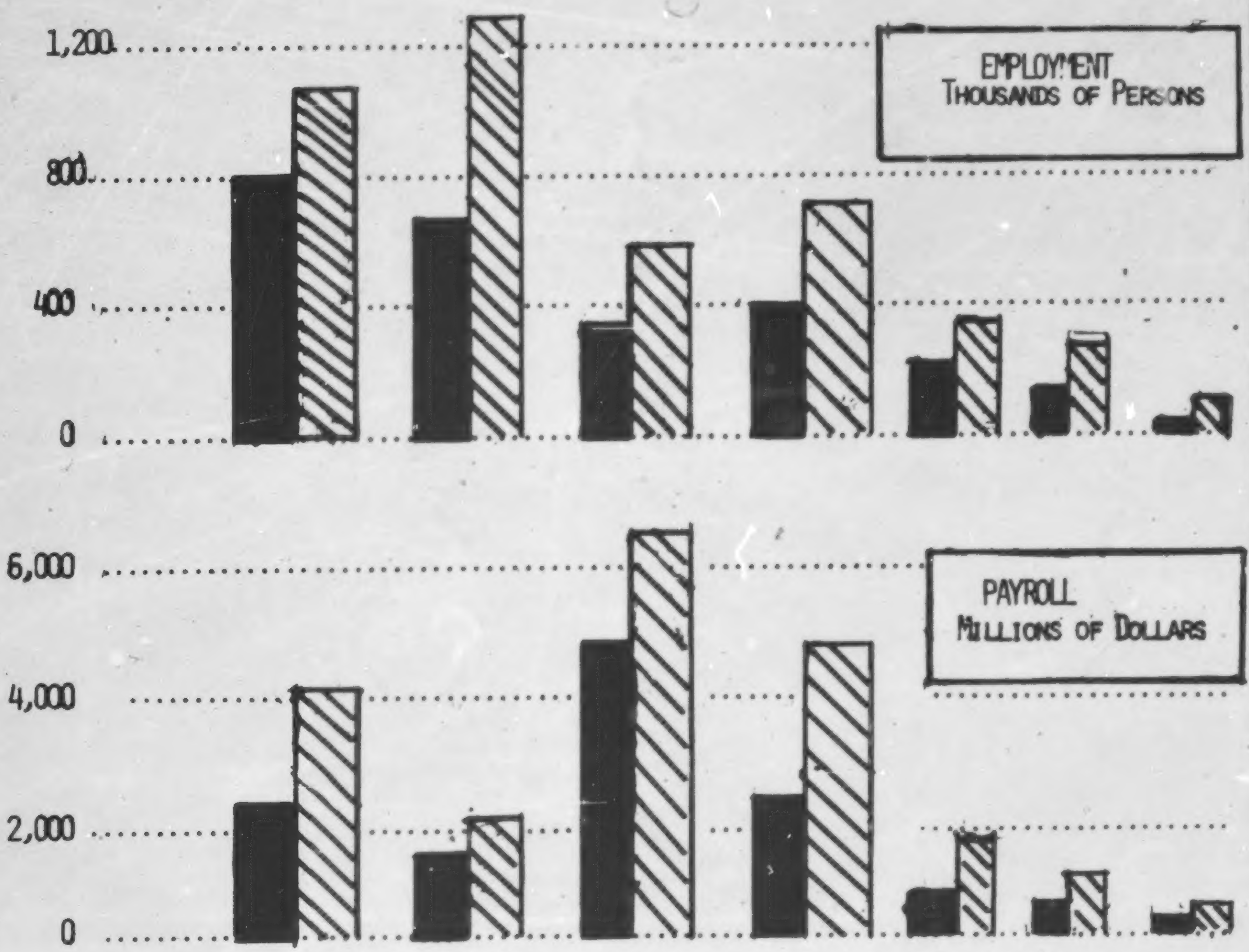
* THIS GRAPH IS BASED ON THE VALUE OF THE 1970 DOLLAR. (IN MILLIONS)

ESTIMATED EXPENDITURES FOR TOURISM IN THE U.S.

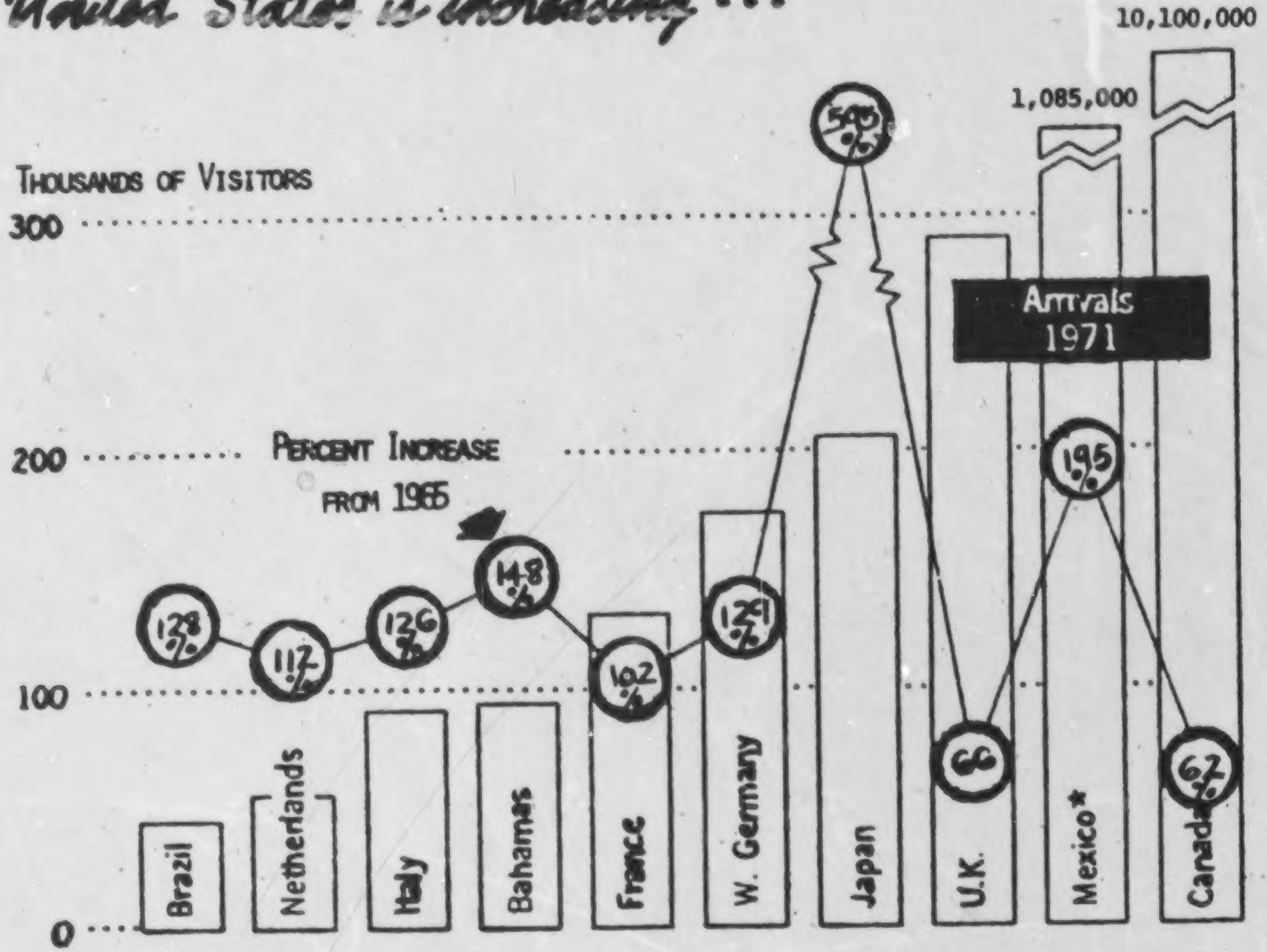
(BY EXPENDITURE ITEM)



PRIVATE EMPLOYMENT AND PAYROLL DIRECTLY ATTRIBUTABLE TO DOMESTIC TOURISM SPENDING

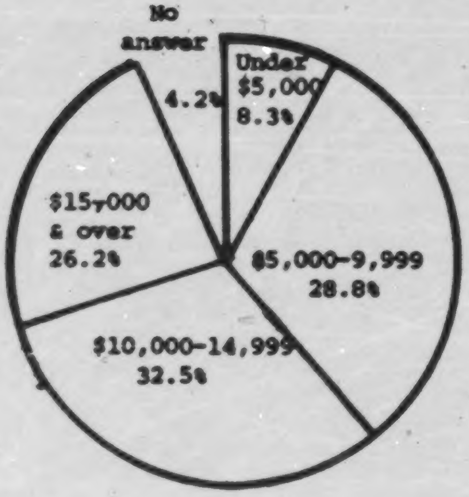


The number of foreign visitors to the United States is increasing ...

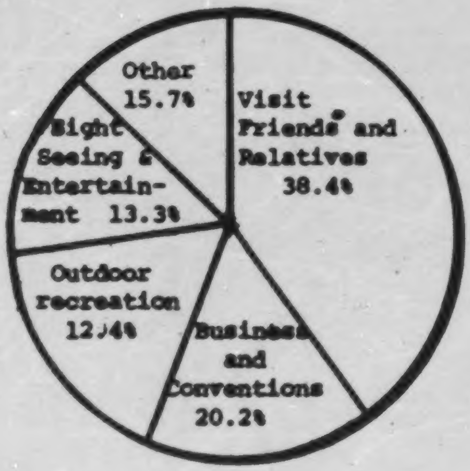


*Includes only travelers staying 3 days or more

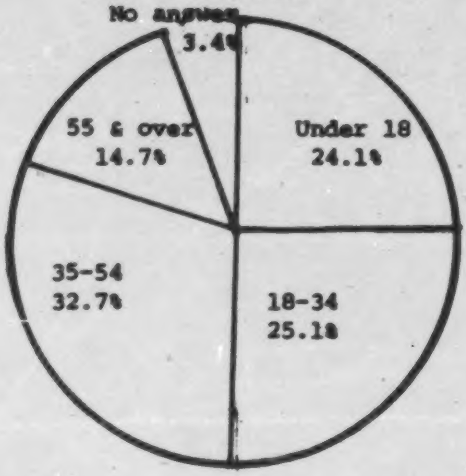
Family Income



Purpose of Trip



Age of Traveler

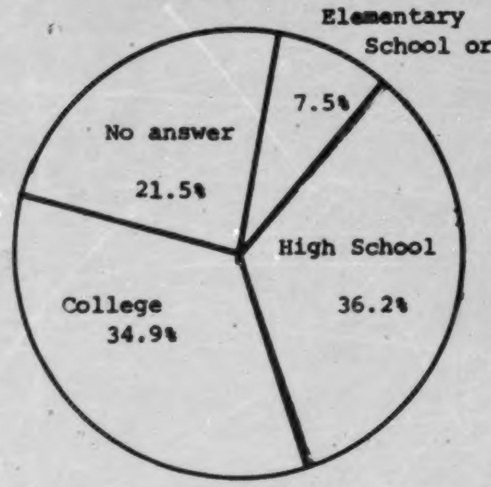


PROFILE OF THE UNITED STATES TRAVELER, 1972

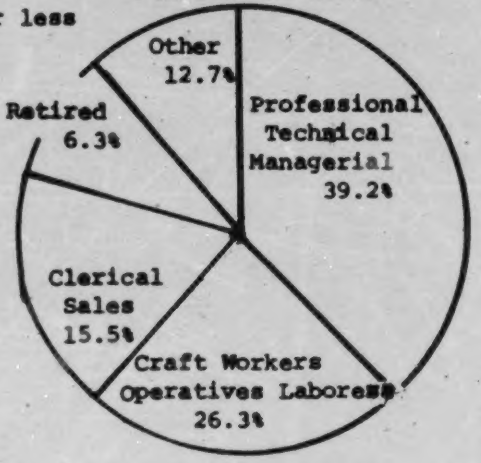
458.5 MILLION PERSON TRIPS = 100%

(Based on Bureau of the Census National Travel Survey)

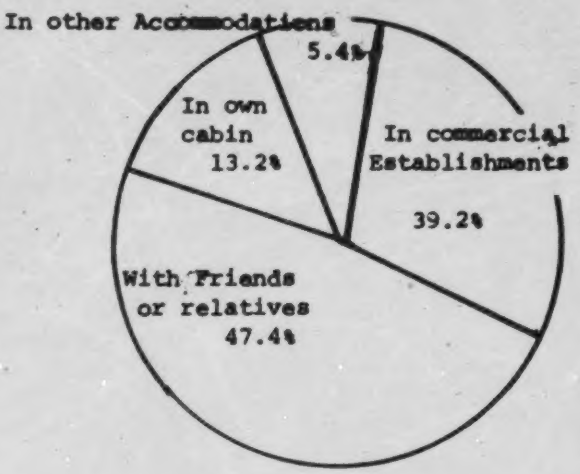
EDUCATION



OCCUPATION (Household head)

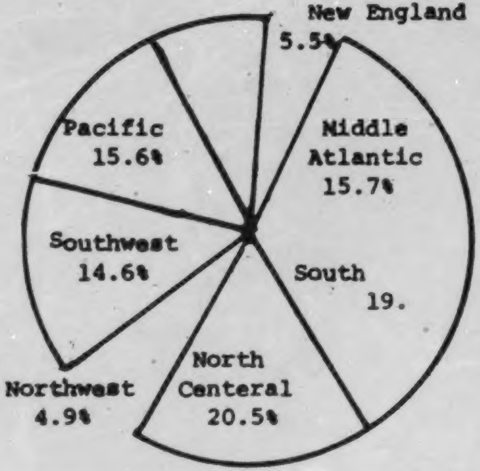


TYPE OF OVERNIGHT ACCOMODATIONS



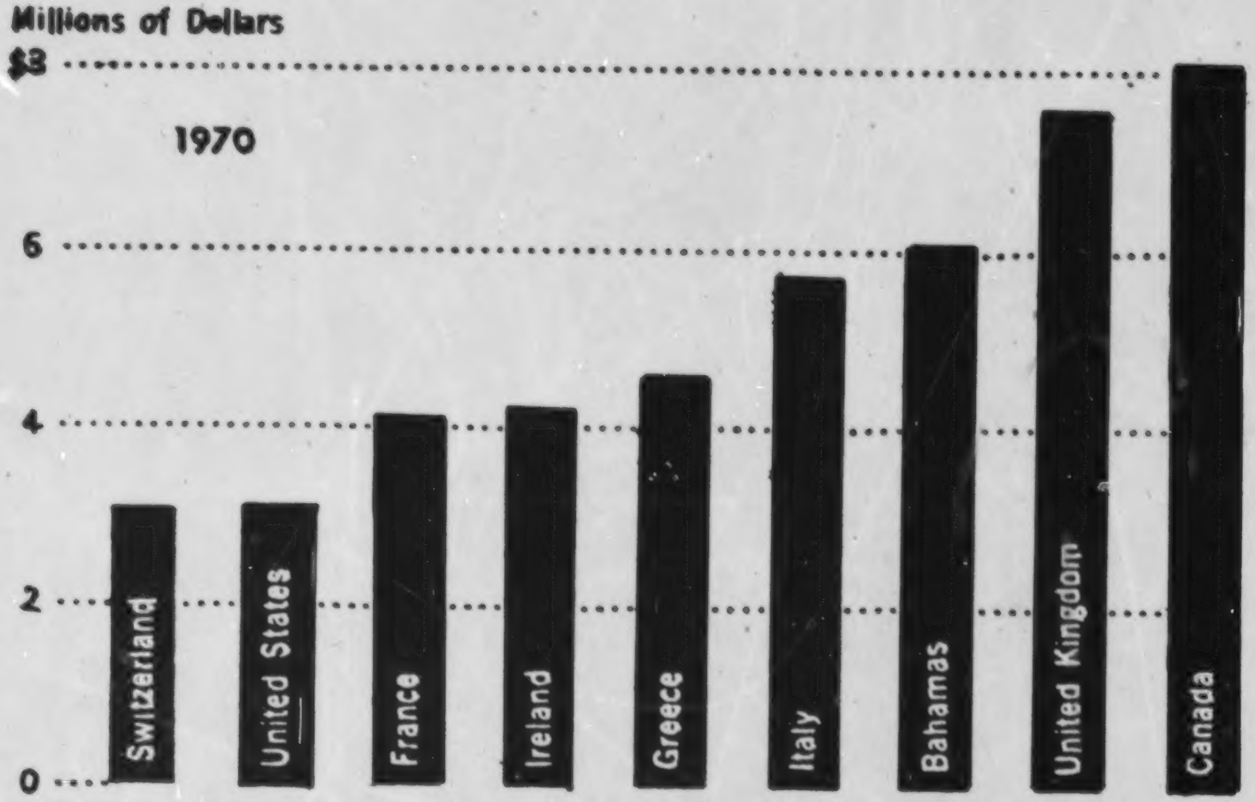
1,781,900,000 person nights=100%

DESTINATION



Outside United States 4.0%

. . . but promotional budget* is small compared with other countries.



*Promotional budgets of government tourist organizations including cost of overseas offices

INTERNATIONAL TRAVEL AND TOURISM

In terms of U.S. dollars, the United States has the highest volume of receipts from foreign tourists, followed closely by Spain and Italy.

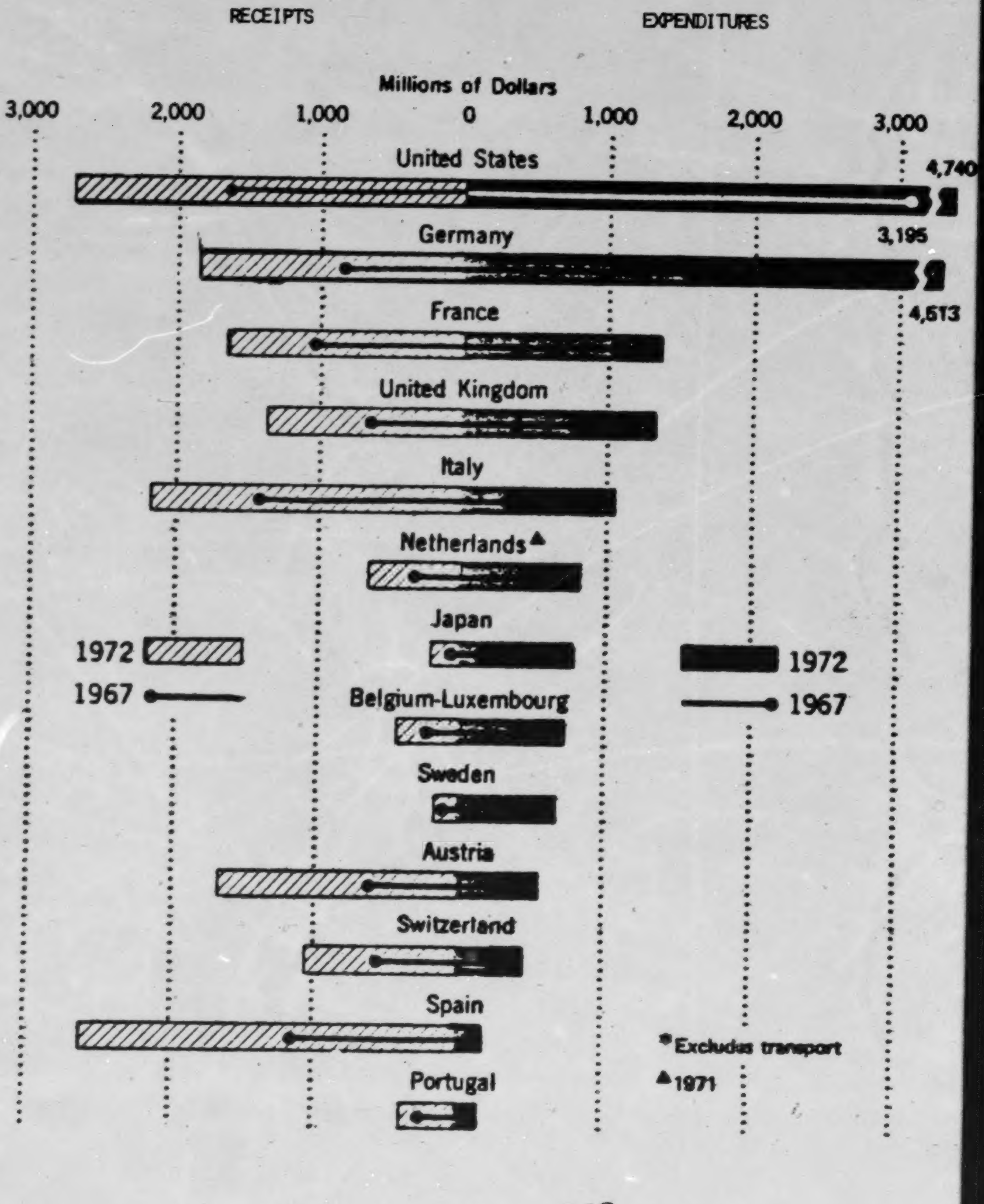
Americans are also the world's leading spenders on tourism. On their travels around the world, they spent approximately $5.4 billion in 1973; when fares paid to U.S. and foreign carriers are added, the expenditures rise to $8.3 billion. The excess of expenditures over receipts has built a sizable U.S. tourist deficit, which has ranged from $366 million in 1951 to over $3 billion in 1973. Last year, the deficit declined for the first time since 1968. (The amount paid by U.S. travelers to U.S. carriers is not included in the balance of payments.) The narrowing of the deficit in 1973, however, was not because of a decline in the number of tourist going abroad or the amount of money they spent (as was the case in 1968). It was due to a rise in receipts from foreign tourists to this country. Foreign tourist expenditures in the United States rose by 24% in 1973, compared to only an 8% increase in U.S. expenditures abroad (including overseas fares). In fact, during the five-year period ending in 1972, residents of overseas countries increased their total travel expenditures at a much higher rate than did Americans: Portuguese and Spanish tourists doubled their expenditures; Germans and Italians tripled theirs; and the Japanese total more than quadrupled. However, American spending increased by about 40%.

Definitions:

Foreign tourist: any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours. (Excluded are students and young people in boarding establishments and schools; persons arriving to engage in an occupation or business activity; and travelers passing through a country without making a stop.)

Registered tourist accommodations: Hotels, motels, inns, etc. and supplementary accommodations such as camping sites, youth hostels, etc.

INTERNATIONAL



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The following speech on tourism can help an individual in writing publicity on the Tourist Training Program. Each sheet will have different facts to use, but the basic format is in this speech.

PSYCHOGRAPHICS OF THE AUTO TRAVELER

How Changing Life Styles Affect Travel Patterns

A speech given by:

Robert C. Olney
Marketing Director

September 29, 1971

Subsidiary of National 3M Company

It is a pleasure for me to have the opportunity to again address your group at a DATO Convention.

Because our business is communications with the auto traveler through Highway Advertising and the TRAVELAIDE Map and Directory, we have a deep interest in the changes that are taking place in travel patterns in the United States today. We regularly conduct in-depth research studies to learn as much as we can about the vacationing traveling family. Our primary interest is to use this knowledge to improve our effectiveness in communicating with travelers.

Probing the breadth and depth of auto vacation travel the past ten years has revealed dramatic changes in the habits of these travelers who represent your market...We've discovered little preplanning of vacations...We've discovered the desire for flexibility and it's result which we call Impulse Travel. To understand these changes, we must understand the Psychographics of the Auto Traveler... The vacation life style that traveling families choose to adopt......

10 years ago, marketing men began to concern themselves about the "demographics" of their audience. They wanted to know the age groupings, income levels, educational levels, and occupational interests of the people they were communicating with...Today, we are still interested in knowing the demographics of our market. But because we know that the families who take vacation trips by car are better educated, higher income families, this alone is not enough if we want to thoroughly understand them and communicate with them.

We must also know the Psychographics of the auto traveler and his family. We are referring to the vacation life style that he has adopted which is not necessarily related to income or education. As we pointed out last year, Americans are having a great love affair with the automobile, but for different reasons today than ten years ago. There it was still a status symbol...Today, it represents an "escape mechanism." Again, in our 1971 travel study, we discovered that 85% of all vacation travel is by car...Not because a large precentage of these travelers could not afford to travel any other way, but because they wanted the flexibility that the automobile or recreational vehicle represents. It is the freedom to make an Impulse decision to see or do what they want when they want that influences the family to pursue a "vacation life style" ...not dictated by schedules and timetables.

In 1969, when I reported to this group at the DATO Convention in San Juan, I pointed out to you some of the things that were causing important changes to take place in the Automobile vacation travel market. he impact of the I/S System which enables people to drive farther and do things on vacation that they never dreamed of before. Business bypassed by the I/S System had the problem of communicating with these travelers while they drove down the super highways that we called "tunnels of isolation". We referred to them this way because we found the very efficiency of the I/S highways tended to cut travelers off from the world they were passing through and made them reluctant to leave the I/S except when they had to for gas, food, and a place to sleep. On the other hand, the travel studies we conducted in 1969 showed us that people indicated they were willing to leave the I/S if they knew enough about what there was beyond the interchange to see and do to make their excursion worthwhile.

Last year, my presentation to this group, based on our 1970 research, expanded on the impulse travel phenomenon. I presented the facts which proved that most traveling families leave home with a general idea of what they will do on their trip but will plan each day as they go...altering their general travel plans as they go when they find interesting things to see and do. I pointed out that most people on vacation take unplanned side trips and visit places they may not even know of when they leave home.

Our studies among traveling families over the years have proven to us without a doubt that while people are traveling more they are not doing any more travel planning. On the other hand, they seem to enjoy the idea of being completely flexible - 70% do not even make room reservations within 24 hours of their stop. People are non-planners...They're non-planners because they want to be. This is the chosen life style of today's auto vacation traveler. He wants to get away from the routine things in life...to be together with his family...to see scenery... to show the kids a bit of the history of the country and most of all, to have fun. They don't want to be regimented by time clocks or schedules. If you are going to do a good job of communicating with these traveling families, you have to recognize that the majority want to stay flexible.

Our 1971 study consisted of comprehensive questionnaires passed out and completed at 33 typical vacation spots all over the country, such as Yellowstone National Park, and the Williamsburg, Virginia area. This year's study is based on interviews with 1300 auto vacation travelers. This year, in addition to the questions that we wanted answered, we also attempted to get answers to specific questions that members of your group indicated an interest in after the DATO meeting last year. Because of the time, I won't be able to report all the findings of this year's study; but I will be happy to send you a complete report.

With regard to the profile of the traveling family, we found in 1971 that their travel patterns were similar to those in previous years. They traveled 2,387 miles on their trips and were away 12.3 days. Because we conducted this study in the summer, we interviewed mostly families with school age children, In fact, 47% of the families included children under age 12. As you might guess, three-fourths of the auto vacationers we talked to were sightseeing and simply discovering America.

We found this year more people coming back to areas they had visited before. 35% of the families interviewed told us that at least one member of the family had been to that vacation area before. This suggests that the increased level of travel activity is causing some people to re-visit areas that they particularly enjoyed on past vacations. However, our study shows that people generally are still very much lacking in knowledge about things to see and do in the places they visit. 73% of the travelers we talked to knew little or nothing about the area before they left home. We did learn more this year about their life style or Psychographics which perhaps can suggest some travel marketing opportunities to you.

"Flexibility" is the key word. This year, at the request of some of the members of your group, we tried to find out more about the preplanning and preparation that vacationers do before the trip. We found that they plan only in the broadest sense.... usually by picking out the area or region that they want to visit. However, an incredible 17% didn't know all the states they would visit before they left home and 52% didn't know all the cities they would visit. These facts point to both the attitude toward flexibility in travel today and more importantly, the tremendous opportunity you have to communicate with travelers and take advantage of their willingness to come your way on impulse...to see the things your state has to offer.

Another question you asked us to try to learn more about is what influences traveling families to visit a certain area. First of all, we discovered that the families choice is a competitive one as 83% considered up to three vacation areas before making their decision. And then, when they decide to take a vacation, 61% of these families use the time span between the day they decide to go and the day they leave to consult maps and directories. We found 69% consult with friends and relatives. This is a key point. Since everyone is somebody's friend or relative, it will pay strong dividends to treat visitors as VIPs in every conceivable way. The study reveals time and again that other people are the strongest influence in helping people reach a vacation destination decision. This supports last year's statement that word of mouth is one of the strongest forms of communication available to you.

Another question we asked...Do travelers write in advance for information? Only 31% of our sample wrote for information. Of those who did write, 44% only wrote to one information source. The significance of this is that while a small percentage do write for information, they represent some big numbers on a national scale and, most importantly, they are HOT PROSPECTS and their requests should be handled promptly and thoroughly.

Congratulations are in order here as 84% of those vacationers who wrote to states were satisfied with the information they received. However, while 69% told us that there was enough information in the state's package to make a vacation destination decision, perhaps you should consider a follow up system for the 31% who didn't. A postage paid reply card in each package you mail asking for comments and allowing for the request of specific destination material will help you be sure you are satisfying all of the write-ins.

Perhaps the majority of people will never be persuaded to write for information, but nine out of ten people we interviewed said they would write if there was one address where they could get information about many states or areas. This supports the DATO concept of regionalization and logically speaking it makes sense because it's simpler for the traveler. Furthermore, 82% said they thought free long distance telephone service to a state or area would encourage requests for information. Again, anything to make it easier and simpler! 63% stated that they would use the free telephone service to get information both before leaving home and while traveling. This indicates that the telephone offers excellent potential as a tool inpromoting impulse travel. People are no longer telephone shy nor concerned about nickels and dimes. They want information while traveling and they want it now!

Another thing that personally is most gratifying to see is the traditional important role that the head of the family plays in such important decisions such as where will the family vacation this year. For the record, the "head of the family" I refer to the husband. Believe it or not, in 65% of the families interviewed, the husband was the most influential in selecting a vacation area. The husband was also a factor in first suggesting a vacation to a particular area, but again friends and relatives played a significant role. When it comes to impulse decisions or changes in plans, I am pleased to report that in 52% of the auto vacationing families, the husband makes the decision.

As all of our studies these past three years have pointed out, impulse traveling is still a very important part in the PSYCHOGRAPHICS or life style of auto travelers. The majority of vacationers want to be flexible...to pursue their whims and to satisfy their curiosity for what they haven't seen. But of course, this isn't everybody. We found that 11% of all auto travelers are "hard core planners." They are the ones who will not deviate from their travel plans regardless of interesting opportunities. On the other hand, 57% of auto vacationing families told us they would make an unplanned stop in an area which they discovered has many interesting things to see and do and would spend up to 2 full days absorbing everything the area offers. Furthermore, an impressive 32% said they would spend as much time as necessary to see everything. The significance of this is embodied in a much used word at last year's conference: SYNERGISM. Give people enough reasons to spend time in an area and everyone in that area benefits.

Perhaps you never gave it a thought, but the first long distance traveler this country knew was an impulse traveler. His name was Christopher Columbus...and the impulse decision he made to sail from Barbados in a north by northwest course was one of the most significant decisions ever made. A very impressive 10% of all auto vacationing families interviewed visited states they had not planned on, so you see the importance and potential of courting the impulse traveler while he is enroute. In addition, 48% took unplanned side trips and 47% visited scenic or historic places not planned on. Attempting to get closer to "why" auto vacationers take impulse side trips, we asked for a reason: 47% just didn't know about the area's attractions before leaving home and 41% discovered the area as they were traveling.

Consider this - 27% took impulse side trips at the suggestion of relatives they were visiting. This suggests that local area residents are a strong factor in influencing side trips and local programs should be developed to educate local residents of the area's attractions. This program might also be extended to local travel service businesses as they are also a potential source of information and influence in promoting local area side trips.

We asked travelers to rank the information sources they used in considering an unplanned side trip. They told us that Maps and Directions were most useful, friends and relatives were next, followed closely by Information Centers.

I know you will be pleased to hear that 71% of the auto vacationing families interviewed visited a state Information Center. Of those travelers who sampled your wares, 97% found the Information Centers to be helpful.. Apparently, travelers need more information than you can supply, as 49% of the vacationers said they want more information about places to visit and things to do.

Confirming again the non-planning attitude of travelers, 60% stated that they would not use a lodging reservation service if it were available at state Information Centers - even if it were free!

Many of you were interested in determining the effectiveness of your in-home media advertising. 51% of the vacationers told us they recalled seeing advertising about the area they were visiting. When we asked travelers to rank the major influencing factors in their decisions to visit an area...it is not surprising the major factor was recommendation by friends and relatives, followed by magazines, newspaper travel sections and television...in that order.

We were also asked by many of you to determine the influence of travel shows in vacation destination decisions. Apparently, it is of minor importance as only 4% of the auto vacationers we interviewed visited a travel show and of these, only 23% felt that the show had influenced their vacation decision. So it appears this should not be an important part of your program to reach traveling families...In another area you asked us to learn what we could concerning fly/drive. 21% of the people we talked to had taken a fly/drive vacation. Of those who had never taken a fly/drive vacation, only 43% had ever considered it. While this type of vacation seems to be growing, it is still not a significant factor among traveling families...

It appears from our studies that advertising does help to sell an area in a subliminal sense. It helps the family to feel they know something about an area and gives them some reasons to want to go there on the next trip. To reach these traveling families at home before the vacation decision is made makes sense. The DATO regional approach also makes good sense because it enables you as State Travel Directors to particiapte in getting this educational message across to the people about all of the things to see and do in your area at only a fraction of the cost to do this on a state basis and as you know, there is great strength in Synergism. It will help to get travelers coming your way. Once they cross your border, you have a great opportunity to keep them in your state for quite some time. They are flexible - they have time and they have money to spend and they are planning each day as they go. They are attracted to Information Centers because they're hungry for ideas. Any other information you can get into their hands while they are on their trip headed your way in the form of brochures or other informational literature will help them and could cause them to divert in your direction.

To sell the traveling families today is to understand them and to understand the Psychographics of the life style they so enjoy. We are all aware of the bad year the airlines have been having and the hotels, too. Many have said that people are not taking the same kinds of vacation because of the economic squeeze. This may be true for commercial travel and a small percent of the vacation travelers, but we submit that for the larger percent the economic squeeze becomes the rationalization auto vacation travelers use to do what they want to do anyway.

We believe for example that the tremendous increases in camping is more a reflection of the changing life style - Psychographics - than it is economics. People want freedom and flexibility. This year, we noted that 21% of the vacationing families were camping as opposed to 17% last year. The volume of camping has grown 30% in the last 3 years. It's the hottest new area in travel today and we hear it said in travel circles that camping is growing because people want to travel inexpensively. The people themselves who take up camping will tell you that they are camping in order to pay $3.00 a night for the family instead of $20.00. But we submit that this is a rationalization. Where is the economy in saving $17.00 a night for 12 nights on a typical family vacation in a new camper or other recreational vehicle that they just bought for anywhere between $2,000 and $20,000. We believe that what the camping family really is seeking is complete flexibility...Freedom from the need to make reservations...Freedom to go where they want to go when they want to go. This is the Psychographics of most traveling families today.

This year, we asked travelers to tell us why they take a vacation trip. The answers were many and varied, but I will report the ones which were most repeated:

- "Gets me away from the pressures of my job" - Vacationers want to escape from schedules and deadlines. People need a change of pace...A time to forget and enjoy the experience of greener grass on the other side of the fence.
- "A change to spend time with the children"
- "An opportunity for the family - to be together" - Vacationers use this opportunity to reacquaint themselves. Time spent together in the family auto and at the destination is usually enough for the average family to last another year.
- "Education for the entire family"
- "Relive early American history"
- "Enjoy a scenic area of the United States" - Nothing has changed and probably never will. Americans are hungry for beauty, scenery, history...and they're in love with the great outdoors.

As they travel they are seeking opportunities to be entertained. To see scenery and to see historical spots. Not only are they extremely interested in all of the important historical spots around the country but there seems to be a great interest in what we call Nostalgic History....giving the kids the opportunity to learn more about the way people lived, worked and played in the "old days". In this area, there appears to be a tremendous opportunity for developing new attractions.

Historical restorations are a right-now opportunity. You might call it a "rediscovery" of an area's history or unique cultural or ethnic makeup. Some of these potential rediscoveries may have always been there. but were never recognized as having tourism potential.

Others may never have been there but could be created. Examples of both categories are reconstructed wild west towns, old mining towns, old railroads, wax museums and antique car museums.

Some examples that we know of are individual commercial successes, but to date most have been developed by resurging communities who "looked in their own backyards" and developed their own tourist story.

In an area which meets the requirements, federal aid matching funds are available through the Economic Development Administration. This little known government agency's function is to assist areas of low employment and income by finding ways to develop the resources of those areas which will create new employment opportunities.

If you are not already working on this type of thing this may suggest an opportunity that may exist in your state....

In summary then, our 1971 Travel Studies again served to further profile the auto vacation traveler and his family - your market.

This year's study reconfirmed all of our previous studies revealing the habits of these traveling families. It again pointed out their desire for flexibility which we call the Life Style of the auto vacationer....PSYCHOGRAPHICS.

Our 1971 studies again pointed out that since these traveling families plan each day as they go, they will respond to persuasion and change their basic plans if they believe there are interesting things they can see and do. Impulse travel is a fact of the market...

By further revealing the nature of the traveling family, I may have suggested to you some specific things that you can do to build a strong communications link with this family to get them coming your way.

The market is big and is getting bigger - $40 billion big. We continue to invest our research dollars in the auto travel market to better understand this market and to derive better ways of communication with this market.

We believe the Past IS Prologue. We believe the Mobility Explosion we've experienced these past few years is still just the beginning. The future can be fantastic. There's lots of room for fresh ideas and new concepts...

I hope that our research can in some way help you develop the ideas and concepts that are right for you and that will help you get a bigger slice of the U.S. Travel Pie...

DOLLARS IN MOTION

Already some 100 million Americans spend an estimated $26 billion a year as they travel from one end of the land to the other. The visitor dollar is earned outside the community and spent within it. It has a particularly stimulating effect as it changes hands again and again. It benefits almost everyone in town as the money turns over and over.

To understand this, we must take into account what the economists call the multiplier effect. When the money first leaves the pocket of the visitor, it goes to restaurants, retail shops, gasoline stations, auto repair shops, lodging places, and places of entertainment and recreation.

But this money doesn't stop there. These local businesses buy supplies and services. They provide the business for banks, public utilities, lawyers, real estate agents, insurance companies, printers, wholesale merchants and many others.

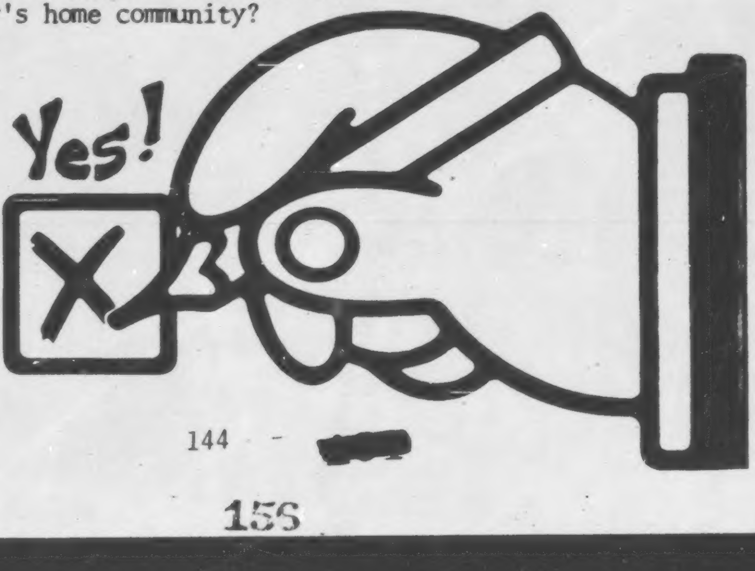
Of even more importance, the visitor's dollar provide new jobs in the community. Each $10,000 in sales will provide one new job. One million visitor dollars will provide 100 new jobs. A worker in the travel industry earns approximately $3,600 annually. Thus, the 100 new jobs will add $360,000 to the annual income in the area. Ths $360,000 payroll, as it turns over again and again, will set in motion economic activities which in turn will generate a million dollars in income.

The visitor also pays taxes. In most cases, his taxes are a clear profit to the community and to the state. Since his home is somewhere else, he is a tax contributor without being a major tax consumer.

CHECK LIST OF FACILITIES

	YES	NO
1. Are your natural attractions worth developing?		
2. Are your man-made attractions worth developing?		
3. Are these attractions accessible and well marked?		
4. Are there interesting historic events associated with your county?		
5. Is there interesting folklore associated with your county?		
6. Can you offer suitable accommodations?		
7. Can you offer good food well served?		
8. Can a few interesting items be added to restaurants menus to demonstrate regional food specialties?		
9. Do you have some unusual shops; antique shops or craft shops, art galleries, for example?		
10. Are you well equipped with service stations and garages?		
11. Are your rest rooms clean and bright?		
12. Is your community as a whole attractive?		
13. Do the attractions and facilities merit a visitor trade?		
14. Is there a visitor information center?		
15. Are your citizens hospitable and courteous?		

16. What do you offer which is unique or different from what can be found in the visitor's home community?



SAMPLE

WHAT TO DO IN CASE OF INJURY OR ACCIDENT
TO STAFF OR VISITORS

NOTE: May be developed for tourist attractions who do not have injury or accident brochures.

A. Make the person comfortable, but do not move them unnecessarily. Usually a blanket or covering over a person is advisable.

B. Ask the person if you may call a doctor for them or take them to the hospital. If the person agrees, then call an ambulance. If the person is unconscious, call an ambulance and have them taken to the emergency room at the hospital. Notify the office of the Manager at once. If possible, get the name, address, phone number, and other details of the accident from the person. Doing this, of course, depends upon the condition of the injured party. It is important, however, to obtain whatever information you can.

Our first concern is for the well being of our visitors. Therefore, you should give all possible consideration and comfort to anyone injured, regardless of fault on our premises.

Keep your eyes open for any old or new safety hazards that need reported. Report to Manager at once such things as bricks that might come loose in sidewalks, unprotected obstructions, etc. You may save someone from being injured by being observant.

Fire Phone Number:

Police Phone Number:

Ambulance Phone Number:

Other:

EXTEND THE SEASON

The economic success or failure of many business enterprises catering to the visitor is determined by the length of the tourist season. Particular attention should be paid to the opportunities which exist for extending the tourist season through such things as winter sports, fall foliage, hunting, etc.

Here are a few examples of ways communities have attacked the problem of lengthening the tourist season:

1. Important annual events and celebrations are scheduled during spring and fall months.
2. Skiing and winter sports facilities have been provided.
3. Special facilities have been created to permit catering to conventions and group business during out-of-season months.
4. Hunting and fishing resources have been developed and publicized during fall, winter and spring seasons.
5. Special educational programs have been created to encourage visits of school groups during spring and fall.
6. Special advertising and public relations budgets have been appropriated to develop off-season business.
7. Prices during off-season months have been substantially reduced. Special low-cost weekend packages have been created to include rooms, meals and special entertainment events.

If the tourist is everybody's friend and benefactor, it is obvious that nothing is too good for him in the way of service and hospitality. It is one thing to lure him into your community, however, and another thing to hold him there. His length of stay has a direct bearing on the amount of his expenditures. In fact, the key to success in the visitor serving business can be summed up in one sentence: Lengthen the stay and extend the season.

PROJECTS TO DEVELOP TOURISM

The following list of projects is designed to accomplish two things:

1) Provide the basic ideas necessary for the development of a community promotion program that would attract visitors to the community.

2) To suggest projects that will stimulate local residents to travel short distances outside of their city to see attractions of historic, scenic, and recreational interest.

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1. Obtain and display travel folders of points of interest and travel attractions within a 150 mile radius of your place of business:

   To obtain the folders, write to:

   A. The Tourist Department of your state and adjoining states within the 150 mile radius.
   B. Chambers of Commerce throughout the area (your local Chamber can assist you with the addresses).
   C. Leading attractions in your area
   D. Resorts, and resort motels in your area

2. Check with your state travel promotion department and watch the newspapers of neighboring cities for information concerning special events.

   A. Obtain monthly bulletins on special events within the state by writing to the state Tourist and Travel Department.
   B. Contact the sponsoring organization to arrange discount or even free tickets (2 for the price of 1, etc.) for as many events as possible.
   C. Arrange to have printed a monthly or quarterly schedule of events with special emphasis given to the events that have special ticket arrangements for your customers.
   D. Advertise in the newspaper, the events for which you have special tickets available at your business.
   E. Arrange with local newspaper for editorial coverage.

3. Water sports account for a considerable number of weekend trips. Swimming, water skiing and boating keep the weekend tourist on the move. Suggest weekends on the water to your customers.

   A. Work with a local civic, veterans, or fraternal group to hold water sports events as part of a holiday celebration program. Suitable prizes should be offered for the events.

   B. Have special tag for admission to the events, and make the tag available through your business. The proceeds from all tag sales could be contributed to a worthwhile local charity or non-profit organization.

4. Check on location of camping sites in national and state parks. Camping is one of the fastest growing tourists motivations. Information concerning camping sites in national parks and forests can be obtained from the state Natural Resource Department. This information should include the cost of camping as well as the rules and regulations governing the use of camping sites.

    A. Work with local Boy Scout leaders in developing a weekend Family Camping Jamboree at the Boy Scout Camp. The jamboree would include camping instructions from the Boy Scouts that would make it easier on families to participate in camping vacations.

5. County or State Fairs, Indian Ceremonials, Rodeos and Carnivals can all be travel motivations for your customers. These events are on an annual basis and plans can be made well in advance for tie-in promotion. Your local Chamber of Commerce can assist in making contact with the sponsoring organizations.

    A. Make arrangements with an exhibitor or a vendor at the Fair for a "give away" item to your customers. A free ride, free ice cream cone, cotton candy or some other item to motivate children are examples.

    B. Make coupons available at your business for the free items.

    C. Publicize the event by giving coupons to regular customers.

6. Suggest to the local garden club that flower shows be arranged, and home and garden tours can be conducted on a reciprocal basis with neighboring towns.

    A. Enlist the cooperation of the local nursery in promotion of flower shows and garden tours. They will also help in making contacts with clubs in neighboring towns.

    B. Arrange for special seminars and horticulture speakers at the local JVS. Work with the local garden club in promoting such events.

    C. Arrange for coupons with purchases that are redeemable at the local nursery for certain types of plants.

7. Post fishing news and information for nearby lakes, streams, or salt water areas. The state Fish and Game Commission in most states distributes information concerning special fishing seasons, and information on licenses required and the location of the best fishing areas. Frequently, they make available printed information for distribution.

    A. Arrange a periodic children's fishing contest with entry blanks available at your business.
    B. Provide prizes for the contest.
    C. Operate contest jointly with local sporting goods store.
    D. Advertise contest through local newspaper, handbills, etc.
    E. Obtain editorial support from area newspapers.

8. Check hobby trade papers for exhibitions and meetings within a 100 mile radius. Coin collectors, stamp collectors, antique collectors, to name but a few, will travel great distances in pursuit of their hobbies. Metropolitan Sunday newspapers usually have notices of this type of meeting.

   A. For the exhibitions where there is an admission charge, arrange with the sponsors to provide complimentary or reduced rate tickets to your customers for the promotion that you will give the event.

9. During the winter, provide news on skiing and ice skating opportunities within a 100 mile radius. Winter sport enthusiasts need information on snow conditions, road conditions and facilities at the areas. If your newspaper is not now supplying this information, suggest to the editor a weekly Thursday evening report. It gives the paper a good public relations item and stimulates interest in the winter sports. Specific items that can be accomplished by any business include:

   A. Make arrangements with a ski area that is within a weekend's trip for reduced rate lift tickets in exchange for your local promotion.
   B. Arrange for discount for your customers on accommodations at the ski area and distribute folders for the lodge or motel providing the discount.
   C. If possible, display winter sports equipment along with such items as antifreeze, window scrapers, etc.
   D. Arrange with a local sporting goods store for a monthly raffle of ski equipment using a different item (skis, poles, boots, etc.) each month during the winter season.
      (1) Each purchase at your business and at the sporting goods store entitles purchaser to one chance on the raffle.
   E. Arrange in one of several ways to provide ski lessons for beginners.
      (1) Bring instructor from nearby ski area for series of evening classes. Admission to class by ticket obtainable from your business.
      (2) Arrange reduced rate ski lesson at a nearby ski area in exhange for promotion of the area. Reduced rate would only be available to customers of your business by obtaining a voucher at the business.

10. Work with restaurants to promote the idea of "Take Mother Out To Dinner on Mother's Day." Suggest families celebrate birthdays or anniversaries with a trip to a well-known restaurant in another city. Restaurants in your area could include the idea in all of their advertising if someone takes the lead in organizing the campaign.

    A. The restaurants should be encouraged to provide an incentive in one of the following ways:
       (1) Free dinner for a child with the purchase of a dinner by an adult.
       (2) Two dinners for the price of one.
       (3) Discount on the total dinner check.
    B. Print coupons explaining exact arrangements with each restaurant participating.
    C. Print and distribute handbills advertising plan.

11. Check historic sites within a 150 mile radius and suggest to PTA groups the importance of bringing history to life through class trips to famous sites. When possible, have a representative from the historic site or from the Chamber of Commerce in the area appear on the PTA program with slides and movies.

    A. Promote motorcades to the various historical sites at the time of the PTA program on a particular site:
        (1) Arrange for a competent lecturer to accompany the group.
        (2) Give the motorcade a "fun" aspect be arranging a group dutch luncheon at a good restaurant.

    While not designed as a direct stimulus of tourist traffic, it is suggested that the committee develop an annual campaign for town improvement through the planting of trees, shrubs and flowers. An attractive town is an important ingredient in a successful program. Enlist the cooperation of the local nurseries to participate in the town improvement campaign by offering special landscape consulting service and annual sales in conjunction with the planting program.

    If your community does not already have a first class hotel or motel with a swimming pool, restaurant, and other facilities, promote the building of such an establishment with local capital or a national chain. A semi-resort type of hotel or motel can easily become an important travel attraction in a community lacking other types of attractions.

    Parades should be featured on holidays such as Memorial Day, Independence Day, Labor Day, and Thanksgiving. Department stores and local merchants in many cities have found these parades to be popular events. Prizes could be given for special floats, high school bands, original costumes, etc. These events should receive wide publicity coverage throughout the state.

12. Develop and promote photo contests featuring interesting places to visit. Contact a local photo dealer or a regional supplier of film and create a photo contest with prizes. The following are steps to be taken:

    A. Select a subject to be photographed such as a park, mountain, water fall, fall foliage, snow scene, County Fair, or some other attraction within a reasonable distance from the town.
    B. Work with the local printer and develop a handbill or circular announcing the details of the contest. These announcements should be available through your business and the photo dealer.
    C. Small ads might be used in the local paper which would announce the contest and suggest that a circular containing the details of the contest be picked up at (name of business)
    D. The promotion should be supported by window and in-store displays, and outside banners at each sponsor's place of business. The local newspaper editor should be encouraged to assist with some publicity about the contest:
        (1) The prizes should be displayed in the Photo Shop window and later on the winning pictures and the names of the winners should also be displayed.
        (2) The subject to be photographed and the contest details should provide two opportunities for newspaper stories.
    E. Some film companies are providing free film in order to obtain additional processing business. If it's possible to make such an offer of free film, the contestant should pick up a coupon at your business or Photo Dealer to be redeemed at the site to be photographed.

F. There might be a number of prizes for black and white photos and prizes for color photos. There might be prizes for age groups. Prizes could be inexpensive cameras, cash awards, etc.

13. Suggest special tours for antique collectors. Issue information on places where groups of antique shops can be found.

    A. A directory of shops within a 100 mile radius could be compiled with the assistance of local Chambers of Commerce and the yellow pages from the phone directories.
    B. Any historic homes in the area that contain displays of antiques would also be of interest.
        (1) Provide free or reduced rate admission tickets to historic homes to your customer. Feature such trips during slack periods.
    C. Provide your local newspaper with the information you compile and periodically inform the editor of any special open houses or events in connection with the historic homes.

14. Provide information for individual or group tours of nearby industrial plants which welcome visitors.

    A. Check with local Chambers of Commerce for the names of the plants providing tours.
    B. Broaden the list, if necessary, by checking with additional plants for tour information.
    C. Make use of the information by encouraging the local editors to do a periodic feature story on the educational value of such tours.
    D. With the assistance of local vocational teachers, organize periodic group tours to neighboring cities for students and parents.

15. Suggest "big City Weekends" to bring people into the city. Suggest city tours, which would include museums, theatres, shopping, restaurants, and other attractions. Any city large enough to have hotels, shopping and restaurants has an appeal to many people for a weekend away from the home routine. Folders on the hotels, and attractions are easily available for distribution. In some cases, in the larger cities "package plans" including lodging, meals and entertainment are available through the leading hotels or travel agents. The idea could be promoted by strategic display windows, or through a stuffer in the regular mailings to customers.

    A. Arrange with a promotion minded hotel or motel for a special weekend rate for your customers.
    B. Arrange for a well-known restaurant or supper club for a special discount on a dinner.
    C. Arrange a city sightseeing tour coupon at a discounted rate.

16. Encourage dealers of travel trailers to rent trailers for camping and vacation travel through service stations. Promotion of this idea would create a greater demand for the trailers. At the same time, it would provide more families with the possibility of a vacation away from home.

    A. Where space permits, arrange to display a trailer of the type that you have available for rental.

B. Provide a gift to those who rent trailers through the dealer. Suggested items: stock the trailer refrigerator with a supply of soft drinks, or loan some useful items for the trip such as campstools, trailer park directory, etc.

C. Form a trailer club to stimulate interest in trailering. Promote weekend rallies at nearby state parks.

17. Encourage Chamber of Commerce to open tourist information centers. Many Chambers already offer this service. If the ones in your area do not have tourist information centers, it can be easily accomplished. One employee familiar with and enthusiastic about the area, can gather information and provide it to the tourists. Billboards at entrances to the town should give the location. If it is impossible to have a paid staff, it could be staffed by volunteers provided that it has the support of a local service organization and tourist attractions.

A. Print a courtesy coupon to be given out at the center.

B. Encourage Chamber of Commerce to participate in and support your various promotions.

18. Promote trips to farms where visitors can pick fruits or vegetables at a low price for home consumption. Arrangements can be made during the Spring and Summer with farmers within a reasonable distance of your city for harvest time promotions. In that all fruits and vegetables are not harvested at the same time, there is an opportunity for a number of weekend promotions. Take the following steps:

A. Make arrangements with farmers as to the date of the promotion and the price to be charged per visitor.

B. With the above arrangements made, plan a series of weekend promotions.

C. Consult with your local printer and develop an announcement circular for each of the promotion weekends - only one promotion circular to be distributed at a time. This should bring the customers back a number of times.

D. Additional promotional support should be considered such as newspaper advertising, window displays, etc.

E. Try to make arrangements with the farmers to have them provide some special gift to visitors presenting your circular, such as pumpkins, box of berries, bag of vegetables, etc. Part of the incentive for going would be this free mystery gift for the tourist.

19. Promote trips to commercial travel attractions. In your state, there are many commercial attractions that will cooperate in a promotional effort by providing brochures, news releases, posters, souvenir items, and stickers. Distribute the literature of travel attractions and provide maps to the attractions.

A. Make arrangements for reduced rate admissions at worthwhile commercial attractions in a radius of 150 miles from your city.

(1) For promotional purposes, many attractions offer a reduced rate on advanced tickets, others give one admission free with one paid admission; still others offer reduced children's tickets or children free with paid adult tickets.

(2) Arrange a joint advertising program with the attraction.

B. Visit a local printer and have printed a ticket book with all of the attractions promoted on individual coupons.
   (1) Expiration date should be included.
   (2) Exact details of the offer should be printed on each coupon.

C. Promote distribution of coupon books through handbills, newspapers, and free distribution to all customers.

20. Work with local department stores, sporting goods stores and other retailers to build window displays on tourists. Most merchants are enthusiastic about tourist displays to attract attention to their windows and as a tie-in for the sale of a wide variety of merchandise. Assistance is sometimes needed to provide posters, brochures, and ideas. Free material is available for the asking from most states, and sightseeing attractions. Plan displays seasonally to feature travel at all seasons and then contact the states or attractions that will be featured for free display material and brochures that can be distributed in connection with the displays.

    A. Arrange with the principal attractions in a 150 mile radius to provide good window displays for the participating stores.
    B. Notify the window viewers that reduced rate tickets are available for the attractions featured at area businesses.

21. Provide hunting information for local and nearby areas. The Fish and Game Commission in most states will furnish information and brochures on hunting season and licensing requirements.

    A. Make special arrangements with several hunting lodges or motels for special rates to your customers in exchange for your local promotion.
    B. Arrange with local sporting goods store for joint promotion featuring hunting areas and accommodations where you have discount arrangements for your customers.

22. Encourage local newspapers to develop and promote one-day and weekend tours. Interesting one and two day tours can include scenic and historic sites, famous restaurants, museums, etc. Reader response will be so favorable that the newspapers will want to continue the feature as a public service item. Point out the possibility of tie-in advertising to your newspapers.

    A. When the tour includes a restaurant, attraction, or motel with which you have coupon discount arrangements, make sure that the coupons are used.

23. Provide information on theatres and musical events in nearby towns. The information should be supplied to the newspapers on cultural events such as a noteworthy play or a musical event nearby that would not normally come to the attention of local readers.

    A. Arrange when possible for reduced rate admission tickets by presentation of a voucher available at your business.
    B. Publicize via handbills important theatre and musical events for which you have made the special ticket arrangements.

24. Obtain on a loan basis, travel films from states, transportation companies, and travel attractions for use by civic and fraternal organizations as well as club and church groups. Program chairmen of the various groups in your area are constantly searching for entertaining features for their programs. Travel films have a universal appeal and are readily available from numerous sources.

    A. Arrange with a local theatre, or school auditorium for a monthly showing of travel films.
    B. Plan a six-month program of travel films featuring nearby states, and cities and attractions.
    C. Form a "Vagabond Club" for those interested in viewing the films. Membership in the club would be free, but only available to those who apply at the participating business.
    D. Offer door prizes at each monthly movie program.
    E. Enlist the cooperation of the local newspaper in publicizing the program.

25. Encourage customers to visit auction sales in neighboring towns. Farm auctions, furnishing auctions, and many other types attract a crowd when publicized. Many newspapers have a classified section for auctions. A compilation can be made from the newspapers in the area and from the schedule of leading auctioneers and auction houses.

    A. Insert small classified ads in your local newspaper announcing that information on auctions is available.

26. Promote visits to military installations. Most military installations welcome visitors and have special programs, concerts by military bands, parades, and other events of interest to the public. Contact the Public Relations officer at any nearby military establishments to get information on visiting hours, events, and areas of special interest. Many bases will also have historic points of interest for the visitor.

    A. Arrange with Base Commanders to distribute complimentary passes for admission to the bases.
    B. Distribute to customers any schedule of events at the bases provided by their Public Relations officer.

27. Encourage attendance at baseball, football and other sporting events.

    A. Arrange to publicize team schedules for football games at local and nearby high schools and colleges through handbills.
    B. Display schedule posters from high schools and colleges, and the principal state university.
    C. Print a wallet-size pass-out item with complete schedules of major games.
    D. Promote following the home team to out of town games.
    E. Provide "booster" buttons for the sports fans visiting your business.
    F. Hold a monthly raffle for tickets to a major game. Select one that is normally difficult to obtain tickets for. Give a free chance on the tickets with each purchase.
    G. Publicize the ticket raffle via inserts in mailings, handbills. When applicable, use the same type of promotion for basketball and baseball. State tournaments provide another opportunity to promote travel if the events are publicized to your customers.

28. Promote fall foliage and spring blossom tours. Both types of tours have a strong appeal for one day, weekend, and even longer tours. All states have some areas that are particularly colorful at these seasons. Discover where they are, the desirable routings and tours through the areas, the best dates for viewing, the good restaurants along the way, etc.

A. An inexpensive mimeographed page could be distributed in quantity outlining close to home tours of this type.
B. Tie in window displays with this promotion.
C. Suggest visits to cooperating restaurants, attractions and motels with reduced rate coupons available at your business.
D. Give the tour information to your local newspaper.

29. Direct attention to places where lessons in recreational skills can be obtained. Lessons in snow skiing, horseback riding, handling of power boats, water skiing, sailing, scuba diving, trap shooting and other sports skills. The increasing surge in all types of outdoor activity has created a demand for lessons. Most metropolitan areas have regular courses of instruction that are available to non-residents as well as residents.

A. Contact the recreation or park commissioners of nearby cities for information on courses available.
B. Also contact the YMCA, YWCA, to obtain information on various recreational courses and programs.
C. For the courses with a charge, negotiate for a reduced rate for your customers.
D. Produce a consolidated list of courses available.
E. Distribute list to newspapers, service organizations, and your customers. Be sure to mention any discount arrangements available through your business.

30. Encourage local banks to support vacation saving clubs and the promotion of vacation loans. Banks now engage in this type of saving club, and vacation loan business have found it profitable, in addition to creating good will for the bank.

A. If your community does not have vacation saving clubs and vacation loans, visit your local bankers to promote the plan.
B. Distribute any mailing insert the banks will provide on such a plan to your customer list.

31. Suggest to PTA groups and school officials nature study trips for school children. Field trips to acquaint the children with the trees, crops and geography of their region can be a valuable part of their education.

A. Work with science and geography teachers in promoting auto tours in local regions.
B. Try to include a museum or attraction as the destination of the tour.
C. Special rates on tickets can be arranged.

32. Promote county and state-wide rallies of the Boy Scouts and Girl Scouts.

   A. Assist scout leaders in developing county and state-wide projects and contests that require jamboree meetings.
   B. Suggest troop tours to historic attractions in your state.
   C. When possible, provide speakers for scout meetings on historic and geographic attractions. Also, stimulate interest in various sports by a "name" speaker representing that sport.

33. Obtain information from churches in neighboring towns concerning church suppers, pilgrimages, camp meetings and other church affairs.

   A. Assist church committees in publizing such affairs.
   B. Notify local churches of events in their corresponding denominations in other cities to visit your attractions.

34. Provide information on best areas for rock collecting, bird watching, nature walks, and other nature based hobbies.

   A. Obtain information from known hobbyists, hobby clubs, and national organizations such as the Audubon Society, Izaak Walton League, Youth Hostelers, etc.

35. Contact civic and fraternal organizations to visit your community attractions.

36. Contact women's clubs in neighboring towns for possible visitors in your business.

37. Honeymoons mean travel. Newspaper announcements of engagements provide lists of couples who welcome suggestions for honeymoon trips.

   A. Provide tourist brochures for your business.
   B. Send information in advance to the groom.

38. Contact different organizations and families (use discretion) to have their reunions, etc. at your tourist attraction.

39. Dog shows, horse shows, cattle shows, and children's pet shows are popular local attractions that can very easily attract out-of-town visitors if properly publicized. A children's pet show is easy to organize, and it can also provide an opportunity to inoculate the dogs against rabies.

   A. Sponsor the pet show on a county-wide basis in cooperation with the PTA or some local service club, such as Kiwanis.
   B. Award prizes in various categories - best pet in show, most unusual pet, best mutt, etc. Usually local merchants would be willing to donate their prizes.
   C. Publicize the event in newspapers throughout the county and with notices in all of the schools.

40. Encourage Lions, Rotary, Kiwanis and other fraternal groups to visit their chapters in other towns. Combined luncheons and combined programs for interchange of ideas would stimulate the groups.

    A. Plant the idea with the Presidents and program chairmen of the various groups.

41. Suggest visits to college and universities. Any family with children who will eventually be entering college, will find it worthwhile to make a project of visiting the college campuses that are in their area. The campuses usually offer an attractive scenic spot in addition to a wide variety of activities that will appeal to everyone. Often the school will have outstanding museums that are not publicized. Lecture series, stage plays, musical programs, and special exhibits, are but a few of the activities which are open to the public.

    A. Contact the public relations office or the Dean's office to obtain information.

    B. Distribute any available folders or leaflets.

    C. Supply the information to your local papers.

ASSISTANCE IN DEVELOPING
TOURIST ATTRACTIONS

WHERE TO SEEK ASSISTANCE

Federal

Institution	Form of Aid
Department of Interior	
Bureau of Outdoor Recreation	-Research and technical assistance
Bureau of Indian Affairs	-Loans and technical assistance to Indians
Bureau of Land Management	-Federal land for recreation use
National Park Service	-Technical assistance in planning, administration, maintenance, history, archaeology, and interpretive services
Bureau of Sport Fisheries and Wildlife	-Technical assistance in fishery management stocking, water resource development
Department of Agriculture	
Soil Conservation Service	-Technical assistance to landowners
Small Watershed Projects	-Cost sharing for land easements, rights of way, snaitary and other facilities for public recreation projects
Federal Extension Service	-Educational assistance and advice to farmers and landowners. Advice on organizing development committees.
Farmers Home Administration	-Loans to farmers and non-profit organizations for recreation enterprises. Also grants funds for planning, feasibility and engineering studies.
Forest Service	-Recreation research for forest areas
Farmers Cooperative Service	-Conducts studies and provides advice to farmer-owned recreational cooperatives
Department of Commerce	
Area Redevelopment Administration	-For certain areas of high unemployment it offers loans, grants and technical assistance.
United States Travel Service	-Conducts advertising and publicity programs in foreign countries.
Department of Defense	
Army Corps of Engineers	-Provides funds for construction, operation and maintenance of public park and recreational facilities at water resource development projects.
Housing and Home Finance Agency	
Urban Renewal Administration	-Provides grants for acquisition of open space lands for park, recreation, conservation, scenic or historic purposes. Also provides grants for recreation area planning and technical assistance. Assists in developing historic landmarks.
Small Business Administration	-Technical assistance and loans for tourism projects.

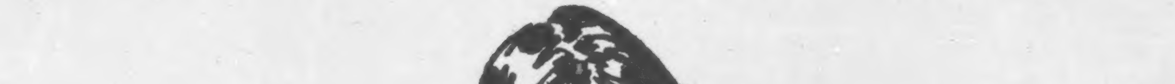
WHERE TO SEEK ASSISTANCE
(cont.)

State

Institution	Form of Aid
State Travel Promotion Bureaus	-Promotional assistance and coordination and assistance on organization of local travel bodies.
Fish and Wildlife Commissions	-Technical assistance in fish and game management, water resource development, stocking of inland waters.
Highway Commissions	-Traffic surveys and advice on tourist development.

Industry

Chambers of Commerce	-Advice on travel promotion and organization of travel councils.
American Petroleum Institute	-Provides publicity, speakers for local meetings, advice on organization, films and research.
American Automobile Association	-Provides speakers for local meetings and publicity in association publications.
Magazine and newspaper publishers	-Market research on travel industry.
National Association of Travel Organizations	-Conferences for exchange of technical information, travel handbooks, technical advice.



TRAVEL HOST SCHOOL COMES NEXT

As to the Travel Host School, one university recommends that the sessions begin in the spring, several months before the summer rush starts and continue until the goal is reached. For a course of instructions, they suggest the following:

1. Importance of tourism to the state and community.
2. Description of local and regional tourist attractions.
3. The art of hospitality.
4. An address by an inspirational speaker.
5. "Know Your Community and County"

As to methods, they advise the liberal use of visual aids such as color slides, movie shorts and graphs, live demonstrations by amateur actors and actual familiarization bus tours of the area to show its attractions. As a typical 60 minute seminar, the following outline is suggested:

1. Introduction by the chairman outlining the reasons for the meeting, the value of tourism to the community and examples of how everyone benefits.
2. Description of community attractions by a local expert.
3. "Selling the Traveler" by a speaker with an explanation of how to meet people and sell them.
4. Humorous skit by an individual or group of "actors of the right and wrong way to talk to a visitor."
5. Explanation of a "mystery man contest" in which secretly appointed judges rate contestants on their qualifications as hosts.

PREPARE A PROMOTIONAL PLAN

After locating the best markets for your product, you should develop a promotional plan. In developing your promotional plan, you need to consider four elements:

Promotional Literature
Publicity
Advertising
Personal Sales Calls

Budget limitations may preclude certain types of promotion, but your plan should, as a minimum, include provision for the following:

- An attractive illustrated folder for display in racks and for mailing in answers to inquiries.
- A collection of good photographs for publicity purposes.
- An arrangement with an experienced writer who has sufficient professional skill to prepare newsworthy publicity releases.
- A portion of the budget earmarked for paid advertising.
- A travel fund sufficient to cover visits to travel association meetings and visits to the offices of key people who create or direct travel business.

SALE
RACING
RECORD
STUDIO 2
ON THE AIR
TV

PROMOTIONAL LITERATURE

Printed literature is the backbone of every effective travel promotion program. Any publicity or advertising is bound to create mail inquiries which can be answered with properly prepared folders or brochures. Literature is also needed to stock display racks at points where travel originates. Since travel literature is expensive, care should be exercised in selecting points for distribution.

Here are some places which may offer outlets for your literature:

- Your State Tourist Bureau
- Oil Company Travel Bureaus
- Travel Headquarters of air, rail and bus lines
- State and city motor clubs and headquarters of American Automobile Association
- Selected travel agents
- Large industries with active travel and recreation associations for employees
- Department stores with travel bureaus
- Hotels, motels, travel attractions and popular restaurants

Your basic tool will be the travel folder. It may range from a simple black and white 4-page folder to an elaborate 4-color brochure which unfolds like an oil company map. This basic folder should not be larger than 4 inches by 9 inches so that it will fit standard envelopes as well as the pockets in the display racks.

Within the limits of your budget, other literature may include guide books, maps, posters, place mats, counter cards, and window display materials. Sometimes local companies may contribute printed literature as part of their own public relations program.

TIPS ON TOURISM PRESS RELEASES

1. Travel publicity depends on good photographs. A file of first-class pictures showing people in action against backgrounds of your best tourist attractions is your basic publicity tool.

2. Photographs should be glossy prints, at least 5 by 7 inches, and if possible, 8 by 10 inches. Paste captions on the back. Do not type or write on the back of the picture, as this will cause damage.

3. Keep your press release short and simple. Type it double spaced with wide margins and plenty of room at top and bottom. Remember the ABC's of writing a news story are to tell Who, When, Where, Why and How. Make sure your name, organization, address and phone number appear at the upper right-hand corner.

4. As a general rule, don't play favorites. Give your news to all papers in your market area including the weekly and neighborhood papers. The one exception to this is the specially written feature article prepared for those papers which have travel editors and publish special travel sections. A travel editor doesn't want to publish the same material which is also appearing in a rival newspaper in the same city. When submitting a detailed feature article to a travel editor, let him know that he is getting an exclusive story within his city. The same story can be used in other cities, but in each case, let the editor know that his paper is getting an exclusive release.

STORY OF DEVELOPMENT
OF
SELECTED TOURIST ATTRACTIONS

Broken Bow, Nebraska

Four years ago, under the leadership of the local hotel owner, the town of Broken Bow developed a travel program to encourage tourists to visit their town.

This town was not endowed with any special tourist attractions, nor did it have industry large enough to provide a sizeable advertising and promotion budget.

Despite these handicaps, the town was able to create a program out of a series of simple promotion projects, such as:

1. Highway billboards to welcome prospective tourists to the town
2. A covered wagon information center and a Western- type old timer to dispense information about Broken Bow to the tourists
3. Special shows arranged at the local Army Post
4. Special parades featuring the local high school band, and the children of the community

There were many other projects in addition to those listed above that were part of the tourist program. The committee also stimulated the townspeople to make one-day tours out of and back to the town of Broken Bow. These tours include cattle ranches, a national forest, an artificial lake, a 4H camp, etc. The committee felt that encouraging additional travel for people who lived in the town played an important part in the total dollar increase to the travel program. It is reliably estimated that during 1964, the fourth year of the program, there was an increase of $400,000, or $100 per capita, directly attributed to the program.

STORY OF DEVELOPMENT
OF
SELECTED TOURIST ATTRACTIONS

Gatlinburg, Tennessee

In the coming years, thanks to the recent passage of the Land and Water Conservation Fund Act, new parks and recreation areas will make their appearance throughout the country. How a new recreation area can affect the economy of an alert rural town may be seen by observing the recent history of Gatlinburg, Tennessee.

This tiny hamlet, standing at the western entrance to the Great Smoky National Park has created a vast array of tourist facilities and attractions to service the needs of an estimated 2.5 million visitors.

Before the park was created in 1940, Gatlinburg had one motel and an old hotel, but today it can boast of 147 motels, hotels and resorts, 30 restaurants and 34 gift and craft shops. To attract visitors in the winter, the town has built a $500,000 civic auditorium that brings 15,000 to 25,000 guests to conferences and sales meetings every year. It is now trying to develop a winter sports program through the use of artificial snow and has built a commodious lodge and several ski towns.

In order to level off the seasonal pattern of its business, Gatlinburg has also organized a year-round craft industry to produce souvenir items for sale to summer visitors and half a dozen workshops provide jobs for some 50 persons.

The Chamber of Commerce operates on a very moderate budget, but it manages to produce a color brochure periodically. This is mailed to a list of prospects furnished by the State Division of Tourist Promotion as a part of its advertising program. The Chamber also takes part in travel shows in mid-western cities and Canada.

FACTS ON TOURISM

Economists generally agree that tourism has become a powerful factor in stabilizing the economies of nations, states, and local governments. In addition to bolstering America's position in the balance of trade, the tourist dollars have been the salvation of many states in meeting the zooming costs of education, highways, public health, social welfare, and other "People Services." This is especially true in sections of the Midwest where the travel business has now emerged as a principal employment factor and a growing hedge against the need for new tax sources.

Let us consider the impact that 100 tourists per day can make on an average community, it means:

111 new jobs
$777,000 in personal income
$1,120,000 in retail sales
$78,000 in tax receipts - enough to support 156 pupils
$144,000 in bank deposits
Support of 7 retail stores
$22,000 for recreation
$252,000 for housing - enough for 140 units
$168,000 for automobiles - enough for 140 cars

Since 1964, tourism in Ohio has risen from an annual tally of 16,531,000 travelers to 55,143,000 in 1970, and the money spent by visitors has grown from $1.4 billion to $3.6 billion during the same year.

Who shares in this multi-billion dollar bonanza? Here is the way it is shared in Ohio (using a formula of national averages devised by the American Automobile Association):

FOOD: 28% - $846,720,000 (Subject to 4% tax - $558,835,000)
RETAIL STORES: 20% - $604,800,000
TIRES & AUTO PARTS: 3% - $90,720,000
GASOLINE & OIL: 19% - $574,560,000
LODGING: 22% - $665,280,000
ENTERTAINMENT & RECREATION: 8% - $241,920,000 (amt. subject to tax unknown)

TOTAL AMOUNT SUBJECT TO TAXES: $2,494,195,200 @ 4% = $99,667,804

This amount does not include special local taxes. National authorities have been claiming for years that the travel dollar is the fastest moving piece of currency, it changes hands seven times before leaving the locality in which it is first spent by a tourist. Ohio is unique among states in regards to travel promotion, it has worked internally with communities and private organizations and has spent no money on advertising beyond the printing of brochures and informational literature. Other states have been spending millions for national advertising and a look at their reports usually shows Ohio as one of the top sources for customers.

This State has done a thorough job of selling Ohio to Ohioans, but it is now approaching a plateau where more out-of-state visitors will be needed to maintain a steady or increasing flow of travel dollars.

Ohio has demonstrated its potential as a tourist state and investors have responded by building new dining and over-night facilities and creating new major attractions such as Sea World, Cedar Point, and the amusement area constructed at King Mills. The State has furnished outstanding lodging and vacationing places including: Hueston Woods, Burr Oak, Punderson and Salt Fork and some top historical attractions. Therefore, now is the opportune time to unveil these potent tourist lures to the traveling public. All of Ohio's great showplaces are still relatively unknown outside of our borders. It appears to be Ohio's duty to help in the merchandising of these assets that are certain to appeal to millions of wanderers who are seeking such facilities.

To keep Ohio strong in the travel business and to make it a destination state for tourists instead of a gateway or pass through region, the following action is recommended:

Plan an effective advertising program that will establish Ohio as the most exciting and desirable area in the north central states. Such a program would entail the investment of about $775,000 in prudent schedule of national advertising, plus $500,000 for supporting promotional work, including the printing of effective material and action on the public relations front. There is a need for matching funds for the efforts that must come from local communities and certain associations. There is a growing need for information or welcome stations to be stategically located along the most important points of entry into Ohio. Millions of could-be customers are flashing through Ohio on our ever-improving highway systems where signs alone are inadequate to alert travelers to the wonderful attractions that may lie just beyond their line of vision.

Such an advertising and promotional program would be revenue-producing and would provide far-reaching dividends.

As a recap on how tourism affects every Ohian, it is interesting to note that according to statisticans, each 1 million tourist that enters a state generates the need for 3,000 new jobs in the servicing of these visitors. Therefore, Ohio with its 55 million travelers has prodcued a need for 165,000 employees in the businesses affected directly or indirectly with tourism.

Returning to the opinions of national economists we find that they are predicting that the coming decade will bring tremendous changes in recreational travel and leisure time activities. The work week will shorten, retirement age will drop, discretionary income will expand; transportation developments will radically shrink the nation and the world; shifting modes of employment, education and living will create more demands for pursuits to fill much more leisure time for millions of Americans. Instead of competing for the travelers who now reside 200 miles from our borders, we will be vying for the patronage of people from all over the continent. Tourists will be hopping across states like we now pass around cities. All of these new developments will force states to reach out further with their invitations and lures.

The amount of money mentioned for promoting travel in Ohio is very conservative when considering the stakes that are involved. If a private enterprise can spend 5% of its receipts for advertising, then one might say that a state like Ohio with $55 billion in income from travel could invest up to $150,000,000 for advertising without being out of line. We don't advocate that kind of spending, however, when an adequate job can be accomplished for approximately $1.2 million.

Ohio Tourism Facts

FACTS ON TOURISM

Ohio's Tourist Economy

We have estimated Ohio's tourist economy to be a $3.6 billion industry and 65 million tourists. This would seemingly place us among the top tourist states in the country. Is this true or are we comparing apples with oranges? Does Ohio really have a tourist economy?

Purist tourist directors in other states consider only out-of-state tourists as tourists. They place no value on their native tourist business. Therefore, our figures are not comparable to those published figures of other states. The most optimistic estimate of Ohio's out-of-state tourists might approach 20 million persons. Of these at least half, although they partake in tourist attractions, are probably visiting relatives.

Furthermore, the many states who monitor their tourist economy are destination states and they have determined that their tourists are long-staying, high-spending, travelers. In Ohio this is not true. The main contingent of tourists in Ohio are weekenders spending a few days, probably not more than 3 on the average and spending a lot less than national averages. I cannot, therefore, consider Ohio as having a developed tourist economy.

When you consider that Ohio is spending less per capita to develop a tourist economy than any other state, and the fact that they are basically Ohioans on weekend vacations which many would consider only local recreational facilities, it is easy to understand why much is yet to be done in this field, Furthermore, our low budget still leaves us one of three states in the United States without an advertising budget.

We have conducted only a public relations effort to sell Ohio to Ohioans. This public relations effort does not extend beyond the state of Ohio and its borders. We think we have enjoyed a fair amount of success with this limited program as exhibited by the fact that Ohio which used to be number one with Florida residents, has now dropped to number three, behind New York and Michigan. Ohio still remains the number two state sending tourists to Florida by automobile, ranking only behind Florida's neighboring state of Georgia.

Our continuation budget reflects the further wooing of Ohioans to vacation in Ohio. We consider this the most effective expenditure of money, with a limited budget. Furthermore, if a tourist would normally have left Ohio, we feel it would take two out-of-state tourists to replace the economic loss resulting. But we are fast reaching a plateau where such efforts will only bring diminishing returns. Therefore, if we are to further develop our tourist economy, we must look to out-of-staters. This cannot be done with a public relations budget only.

There is at least one major opportunity for Ohio to stop the through traffic which has resulted from our crossroads geographic position. Since the construction of our interstate system, we find that we have created tunnels through Ohio off of which it is extremely difficult to lure tourists. One program on which we are working to reach the through traffic is with the Highway Dept. with whom we would like to establish the principle of welcome centers and strip maps at the existing rest areas.

Furthermore, we also need to advertise out of state so that these travelers when passing through Ohio will have been pre-conditioned to make a stop at these welcome centers and rest areas to find out about the many wonderful things we have to offer here. The limited placing of editorial material without an advertising budget cannot accomplish this goal.

Another program which we have proposed is that of matching funds. The purpose of the matching funds budget is to help the private sector put together vacation packages on a regional basis. Studies indicate that for each member of a traveling party or family an area needs 3 different attractions for each member of the family in order to sustain it as a destination area. Through the establishment of such regional packages we will thereby extend the radius of our tourist market. This can best be done by encouraging the private sector to work together in regional groups to accomplish this.

With a few notable exceptions the tourist industry is a conglomeration of small, independent and provincial thinking businesses. They are not easily organizable and it will take a matching funds program to give impetus to the regional packaging of Ohio's offerings. By matching 50% of the promotional efforts of these regions we can induce the private sectors to put more financial effort into their promotion than they may be expected to do otherwise. Furthermore, this program is directed to the underdeveloped rural areas where we think tourism can become an important economic factor much more easily than industrial development.

We admit the lack of an adequate travel survey which would help us pinpoint better our problems, but we feel the expertise existing in the Travel and Tourist Division, plus our close association with other travel directors, gives us great insight into these opportunities. In 1972 the Bureau of Census of the Department of Transportation will take a travel survey, which will be of great benefit to us. I do not suggest we wait until that time to find out that Ohio has really been doing nothing to develop its tourist economy these many years.

Our 2 new programs we think are well justified, because our experience and the experience of other travel directors has taught us the value of such programs. These 2 new programs between them are designed to bring 20 million tourists over the biennium to Ohio, at an expenditure of $650,000. Assuming that these tourists will spend at the rate of other out-of-state tourists as shown by national surveys, and in particular those of the AAA, we can assume that they will spend $2 billion. The expenditure of this $2 billion will bring to the State of Ohio in sales taxes and gasoline taxes approximately $138 million in revenue. For every dollar spent we should bring into the state treasury $212.

There has been also an illusion that the state parks are full and can handle no more tourists. This is simply not true. Certain facilities are filled, but not all state parks are filled all the time, nor are all the facilities. Also, there is some indication that the increase in state park attendance has been at the expense of the private sector and in particular the private campground owners who are finding that their campgrounds are less and less full. Therefore, while building state parks and promoting them, we appear to have done so to some extent to the detriment of the private sector and nothing has been done budget-wise in the Development Department, whose staff primarily represents that private sector to help pick up the slack.

In conclusion, the facts do not support the illusion that Ohio has a tourist economy of consequence. The benefits of tourism to the local economy are well known in the business. Furthermore, last year when Ohio and the nation were suffering from a recession, we find that what little tourist economy we do have helped to alleviate the situation. During this recessional period of 1970, many people cut back on the long expensive vacations and spent more time close to home. Ohio is, of course, where the people are, and reports from our private sector have indicated that their business was up 15 - 20% last year, this is because these people were still going on vacation, but spent less money on their vacations.

FACTS ON OHIO

Culture

Cleveland	New York Metropolitan Opera (Spring of each year)
Cincinnati	May Festival
Warren, Dayton, and Columbus	Kenley Players (Summer)
Cincinnati	Playhouse-In-The-Park (Summer)
Worthington	Playhouse-on-the-Green (Summer)
Cuyahoga Falls	Blossom Music Center (Summer)
Toledo	World's Most Outstanding Glass Collection
Youngstown	Second largest collection of paintings of American Indians
Cincinnati	Oldest Chinese rug in existence

Scenic & Historic

Switzerland of Ohio - ______________________________

Little Yellowstone of Ohio - ______________________

Rim of the World Drive - __________________________

Zoar - first communal settlement of the United States

The cradle of Ohio History - Tuscarawas

Moravion Village of Schoenbrum - the first colonial era settlement in Ohio

Marietta - first permanent settlement in Northwest Territory

Knute Rockne - football helmet and medals

Annie Oakley - clothes

Wright Brothers - pieces of first plane

Industry and Technology

Thomas Edison - light bulb

Wright Brothers - first airplane

Charles F. Brush - first lighting system for city streets

John Ritty - cash register

Education

Campus Martius - first school, Marietta

Ohio University - first institution of higher learning

William McGuffey's - Reader

Platt Rogers Spencer - Penmanship

Joseph Ray - Arithmetic

Festivals

Maple Festival - Chardon

Poultry Festival - Versailles

Bratwurst Festival - Bucyrus

Sweet Corn Festival - Millersport

Melon Festival - Milon

Honey Festival - Lebanon

Apple Festival - Jackson

Grape Festival - Geneva

Apple Butter Festival - Burton

Pumpkin Festival - Circleville

Outdoor Recreation

Ohio - ranks third in campsites (36,000)

Cedar Point - ____________________

King's Island - ____________________

Sea World in Aurora

Sporting Events

Cincinnati Reds - first professional baseball team

Derby Downs - Akron

American Golf Classic & World Series of Golf - Akron

Little Brown Jug - Delaware County Fair

Grand American Trap Shooting Meet - Vandalia
National Rifle & Pistol Matches - Camp Perry
Horseshoe - Pitching Meet - Greenville

Unusual Attractions

Ghost Town Museum Park - Findlay
Paddlewheel Steamboat - Delta Queen of Cincinnati
Rock Garden - Metals Park
Tin Goose - Port Clinton
Blue Hole - Costalia
African Safari - Port Clinton
Football Hall of Fame - Canton
U.S. Air Force Museum - Dayton
Neil Armstrong Aerospace Museum - Wapakoneta
First Concrete Street - Bellefontaine
World's Largest & Deepest Sandstone Quarry - South Amherst

DIRECTORY OF TRAVEL ATTRACTION IN OHIO

The following is a partial list of tourist attractions for the State of Ohio. More information and brochures may be obtained if one contacts:

Ohio Department of Economics and
Community Development
65 South Front Street
Columbus, Ohio 43215

Information may also be obtained by contact with each separately or state and local Chamber of Commerce and local travel bureaus. If an individual is using this manual from another state, they may contact their particular travel department within their state for a list of attractions and brochures.

Partial List of Ohio Attractions by Cities

Cambridge	Public Relations Chairman, Ohio Arts and Craft Guild, Drak's Country Store, P.O. Box 26, Cambridge, Ohio 43275
Piqua	Piqua Historical Area, Piqua, Ohio
Zanesville	Zane's Trace Commemoration Zanesville Area Chamber of Commerce, 47 N. Fourth Street Zanesville, Ohio 43701 Phone: 614-452-7571
Coshocton	Roscoe Village Restoration, Public Relations Department 408 Whitewoman Street, Roscoe Village, Coshoction, Ohio 43812
Chillicothe	Tecumseh Outdoor Historical Drama, The Scioto Society, Inc., P.O. Box 73, Chillicothe, Ohio 45601
Sandusky	Cedar Point Amusement Land, On Lake Erie, Sandusky, Ohio 44870 Phone: 419-626-0830
Cleveland	MANY TOURIST ATTRACTIONS The Cleveland Convention and Visitors Bureau, Inc., 511 Terminal Tower, Cleveland, Ohio 44113, Phone: 216-621-4110
Coshocton	Johnson-Humrick House, Memorial Museum, Sycamore and Third, Coshocton, Ohio 43812 Phone: 614-622-3155
Newsomerstown	Cy Young Park, Newcomerstown, Ohio
Canton	Pro Football Hall of Fame, Tour Director, Canton, Ohio Phone: 216-456-8207

County	Attraction
Stark	Pro Football Hall of Fame
Homes	Amish Life
Knox	Colonial Architecture
Muskingum	Double Locks
Morgan	Burr Oak Lake
Washington	Campus Martius
Tuscarawas	Schoenbrunn Village
Guernsey	Salt Fork Lodge
Carroll	Ma Cook House
Belmont	Gay 90's Mansion
Harrison	Scio Pottery Museum
Monroe	Monroe Lake
Coshocton	Roscoe Village
Noble	Wolf Run State Park

Festivals and Special Events

National Clay Week - Summer - Tuscarawas
Canal Days Festival - Summer - Stark
Ohio Hills Folk Festival - July - Guernsey
Firemens' Festival - Summer - Noble
Pottery Festival - Summer - Muskingum
Football Hall of Fame Festival - August - Stark
Canal Days Festival - Summer - Coshocton
Betty Zane Frontier Days - August - Belmont
Salt Fork Arts and Crafts Festival - August - Guernsey
Pennyroyal Reunion - August - Guernsey
Ohio Pumpkin Festival - September - Belmont
Ohio Swiss Festival - October 1,2 - Tuscarawas
Antique Festival - October - Holmes
International Mining & Manufacturing Festival - Fall - Harrison
Carnation Festival - Summer - Stark

Other Contacts

The Buckeye Tourist Council, Inc., 1323 4th Street, NW, New Philadelphia, OH 44663

The Ohio Calendar of Events, Published Quarterly for all Ohio special events. The Travel and Tourist Bureau, Ohio Department of Economics and Community Development, Box 1001, Columbus, Ohio 43216

Tuscarawas: Tuscarawas County Chamber of Commerce, 1323 4th Street, NW, New Philadelphia, Ohio 44663

Dickenson Museum
Clayland
Devil's Den
Zoar
Schoenbrunn

Amphitheater - Trumpet in the Land
Little Switzerland
Warther Museum
Ft. Laurens
Gnadenhutten
Atwood Lake

OHIO STATE PARKS

Burr Oak State Park Lodge	Ohio Inns, Inc., Rt. 1, Glouster, Ohio 45732 Telephone: (614) 767-2112
Cowan Lake State Park	Rt. 1, Wilmington, Ohio 45177 Telephone: (513) 382-4465
Dillon State Park	Rt. 1, Nashport, Ohio 43830 Telephone: (614) 453-4377
Geneva State Park	Rt. 1, Geneva, Ohio 44043 Telephone: (216) 487-5488
Hocking Hills State Park	Rt. 2, Logan, Ohio 43138 Telephone: (614) 385-6841
Hueston Woods State Park Lodge	Ohio Inns, Inc., Rt. 1, College Corner, Ohio 45003 Telephone: (513) 523-6381
Lake Hope State Park	Zaleski, Ohio 45698 Telephone: (614) 596-4300
Mohican State Park	Box 211 A, Rt. 2, Loudonville, Ohio 44842 Telephone: (419) 994-4290
Pike Lake State Park	Rt. 2, Bainbridge, Ohio 45612 Telephone: (614) 493-4201
Punderson State Park Manor Lodge	Ohio Inns, Inc., Box 216, Newbury, Ohio 44065 Telephone: (216) 564-2201
Pymatuning State Park	Rt. 1, Andover, Ohio 44003 Telephone: (216) 293-6329
Salt Fork State Park Lodge	Ohio Inns, Inc., P.O. Box 550, Cambridge, Ohio 4372 Telephone: (614) 439-2751
Shawnee State Park Lodge	Box 62, Star Route, Portsmouth, Ohio 45662 Telephone: (614) 858-6621
South Bass Island State Park	4049 E. Moores Dock Rd., Port Clinton, Ohio 43452 Telephone: (419) 797-4530

Contact: Department of Natural Resources, Columbus, Ohio 43215

State Park	County
Adams Lake	Adams
A.W. Marion	Pickaway
Barkcamp	Belmont
Beaver Creek	Columbians
Blue Rock	Muskingum
Buck Creek	Clark
Buckeye Lake	Fairfield, Licking, Perry
Burr Oak	Athens, Morgan
Caesar Creek	Warren, Clinton
Catawba	Erie
Cowan Lake	Clinton
Crane Creek	Ottawa, Lucas
Deer Creek	Fayette, Pickaway
Delaware	Delaware, Marion
Dillion	Muskingum
East Fork	Clermont
East Harbor	Ottawa
Findley	Lorain
Forked Run	Meigs
Geneva	Ashtabula
Grand Lake - Saint Mary's	Auglaize, Mercer
Guilford Lake	Columbiana
Harrison Lake	Fulton
Headlands Beach	Lake
Hocking Hills	Hocking
Ash Cave	Hocking
Cantwell Cliffs	Hocking
Cedar Falls	Hocking
Conkies Hollow	Hocking
Old Man's Cave	Hocking
Rock House	Hocking
Hueston Woods	Butler, Preble
Independence Dam	Defiance
Indian Lake	Logan
Jefferson Lake	Jefferson
John Bryan	Greene
Kelleys Island	Erie
Kiser Lake	Champaign
Lake Alma	Vinton
Lake Hope	Vinton
Lake Logan	Hocking
Lake Loramie	Auglaize, Shelby
Lake White	Pike
Madison Lake	Madison
Malabar Farm	Richland
Mary Jane Thurston	Wood
Mohican	Ashland
Mosquito	Trumbell
Mount Gilead	Morrow
Muskingum River Parkway	Muskingum
Lock 2	Muskingum
Lock 3	Muskingum
Lock 4	Muskingum
Lock 5	Muskingum
Lock 6	Morgan

State Park	County
Lock 7	Morgan
Lock 8	Morgan
Lock 9	Muskingum
Lock 10	Muskingum
Lock 11	Muskingum
Nelson-Kennedy Ledges	Portage
Paint Creek	Highland, Ross
Pike Lake	Pike
Portage Lakes	Summit
Punderson	Geauga
Pymatuning	Ashtabula
Rocky Fork	Highland
Salt Fork	Guernsey
Scioto Trail	Ross
Shawnee	Scioto
South Bass Island	Ottawa
Stonelick	Clermont
Strouds Run	Athens
Tar Hollow	Ross, Hocking
Tinkers Creek	Portage, Summit
Van Buren	Hancock
West Branch	Portage
Wolf Run	Noble

CONTACT: Ohio Department of Natural Resources, Fountain Square, Columbus, O. 43224

OHIO'S STATE MEMORIALS

Adena
Armstrong
Big Bottom
Buckeye Furnace
Buffington
Campbell
Campus Martius
Cedar Bog
Custer
Davis
Dunbar
Fallen Timbers
Flint Ridge
Fort Amanda
Fort Ancient
Fort Hill
Fort Jefferson
Fort Laurens
Fort Meigs
Fort Recovery
Fort St. Clair
Friends Meeting Hs.
Glacial Grooves
Glendower
Grant Birthplace
Hanby House
Wahkeena
Harrison Tomb
Hayes Memorial
Indian Mill
Inscription-Rock
Leo Petroglyph
Lockington Locks
Logan Elm
McCook House
McCook Monument
Miamisburg Mount
Mound Builders
National Road
Octagon Mound
Ohio Ceramic Center
Ohio Historical Center and Village
Ohio River Museum
Our House
Piqua Historical Area
Pottery Museum
Rankin House
Renick House
Schoenbrunn
Seip Mound
Serpent Mound
Sherman House
Stowe House
Tallmadge Church

For more information on Ohio's State Memorials contact: The Ohio Historical Society, Columbus, Ohio 43211.

For a complete directory of travel attractions contact: Ohio Dept. of Economic and Community Development, Box 1001, Columbus, Ohio 43216.

OHIO BUSINESS AND INDUSTRY TOURS

Enclosed, for your information, are business and industry tours that are conducted in Ohio. For additional information, you should contact the company or the Department of Development in Columbus.

AKRON	Akron General Hospital
	Continental Baking Company
	Ohio Bell Telephone Company
	The Akron Savings and Loan Company
	Akron, Ohio Post Office
	Diamond Crystal Salt Company
	Evans Savings Association
	First National Bank of Akron
	The Firestone Tire and Rubber Company
	The General Tire and Rubber Company
	The O'Neil Company
	Goodwill Industries of Akron, Inc.
AMHERST	A. Nabakowski Company
ATHENS	American Brake Shoe Company, Bridgewater Machine Division
	Royal Typewriter Company, Inc., McBee Systems Division
BARNESVILLE	The Watt Car and Wheel Company
	The Lotus Glass Company
BELLAIRE	Bobbie Brooks, Inc., Bellaire Garment Company
	Imerpial Glass Corporation
BELLEFONTAINE	Westinghouse Electric Corporation, Bellefontaine Works
	Hopewell Dairy Milk Company
	Carter Steel and Fabricating Company
BLUE ASH	The Fred Pagels Storage Company
BLUFFTON	Ex-Cell-O Corporation
BRECKSVILLE	The B.F. Goodrich Company, Research Center
CAMDEN	Universal Manufacturing Corporation
CANTON	Ford Motor Company, Transmission and Chassis Division
CINCINNATI	The A.B. Closson, Jr. Company
	Baldwin Piano and Organ Company
	The Cincinnati Enquirer, Inc.
	The Cincinnati Gas and Electric Company, Walter C. Beckjord Station
	The Fifth Third Union Trust Company
	Federal Bureau of Investigation
	The Coca-Cola Bottling Works Company
	The John Shillito Company
	Crosley Broadcasting Corporation
	Fast Foto, Inc.
	Pepsi-Cola Bottling Company of Cincinnati
	Perma Wood, Inc.
	The Cincinnati Union Terminal Company

CINCINNATI (cont.)	United Biscuit Company of American Strietmann Supreme Bakery
	The Union Central Life Insurance Company
	The Tool Steel Gear and Pinion Company
	The Procter and Gamble Company - Toilet Goods Plant
	WCET
CLEVELAND	The Bamberger-Reinthal Company
	City Products Corporation - Federal Cold Storage Division
	The Cleveland Coca-Cola Bottling Company
	The East Ohio Gas Company
	Federal Reserve Bank of Cleveland
	Ford Motor Company - Cleveland Engine Plants
	Ford Motor Company - Cleveland Foundry
	General Motors Corporation Fisher Body Division
	Forest City Publishing Company
	General Motors Corporation - Fisher Body Division - Euclid Plant
	The Glidden Company
	Hillside Dairy Company
	Hough Bakeries, Inc.
	The Joseph and Feiss Company
	Kroehler Manufacturing Company
	National City Bank
	NASA - Lewis Research Center
	The Ohio Bell Telephone Company
	The Printz-Biederman Company
	Standard Oil Company of Ohio, Research Department
	U.S. Navy Finance Center
	Thompson Ramo Wooldridge, Inc. - Replacement Division
	Wakefield Corporation, Art Metal Lighting Division
	U.S. Post Office
CLYDE	Whirlpool Corporation, Clyde Division
COLUMBUS	The Claycraft Company
	The Dean and Barry Company
	The Dispatch Printing Company
	Lazarus
	General Motors Corporation, Ternstedt Division
	Omar Baking Company
DAYTON	Barney Children's Medical Center
	Dayton Newspapers, Inc.
	Dayton Power and Light Company
	The Dayton Tire and Rubber Company
	The Fyr-Fyter Company
	General Motors Corporation, Delco Products Division
	Frigidaire, Division of General Motors
	Huber Homes, Inc.
	Merrill Linch, Pierce, Fenner and Smith, Inc.
	The National Cash Register Company
	The Rike Kumler Company
	The Tait Manufacturing Company
	The Third National Bank and Trust Company
	WING Radio
DENNISON	Tusco Grocers, Inc.

EAST LIVERPOOL	The Hall China Company
FINDLAY	Cooper Tire and Rubber Company
	Eastman Kodak Company
	The Hancock Brick and Tile Company
	International Breweries, Inc., Old Dutch-Frankemuth Division
FOSTERIA	Ford Motor Company, General Parts Division
HAMILTON	Fisher Body Division, General Motors Corporation
HOMESVILLE	Buckeye Holmesville Manufacturing Company
HURON	Agway, Inc. (formerly Eastern States)
IVORYDALE	Procter and Gamble Company
JAMESTOWN	The Adams-Thuma Company
LEIPSIC	Libby, McNeill and Libby
LORAIN	Ford Motor Company - Lorain Assembly Plant
LOUDONVILLE	The Flexible Company
MALTA	Malta Manufacturing Company
MARYSVILLE	O.M. Scott and Sons
MCCONNELSVILLE	Clevite Corporaton, Cleveland Graphite Bronze Dwision
MIDDLETOWN	Aeronica Manufactuing Company
	Armco Steel Corporation
MEDINA	Alfred Meyers Lithographers, Inc.
	The B.F. Goodrich Company
	The Henry Furnace Company
	Lloyd A. Fry Roofing Company
	Plasti-Kote, Inc.
	NRM Corporation, Plumbing Equipment Division
MIDDLEPORT	The Royal Crown Bottling Company
MILLERSBURG	Domestic Film Products Corporation
MOUNT VERNON	Continental Can Company - Flexible Packing Division
	The Cooper - Bessemer Corporation, Cooper - Bessemer Division
NAPOLEON	Campbell Soup Company
	Northwestern Ohio Poultry Association
NORWALK	Fanny Farmer Candy Shops, Inc.
	The Norwalk Upholstering Company
NORWOOD	General Motors Corporation - Chevrolet-Norwood Division
OBERLIN	Cleveland Air Route Traffic Control Center - F.A.A.

ORVILLE	The Cottage Creamery Company
	The J.M. Smucker Company
	Smith Dairy Products Company
PARMA	General Motors Corporation, Chevrolet-Cleveland Division
PORTSMOUTH	General Telephone Company of Ohio
	Ohio Stove Company
RIO GRANDE	Bob Evans Farm and Livestock Company
SAINT MARYS	The Goodyear Tire and Rubber Company - St. Mary's Plant
SANDUSKY	Ford Motor Company - General Parts Division Plant
	The Esmond Dairy Company
	General Motors Corporation, New Departure-Hyatt Bearings Division
	The Inland Seas Boat Company
	The Lower Lake Dock Company
	The Lake Erie Canning Company
	Scott Paper Company, Cut-Rite Division
	The M. Hommel Company
	Sandusky Dressed Beef Company
	Lyman Boat Works
	Sandusky Cement Products Company, Inc.
SHARONVILLE	Ford Motor Company - Fairfax-Sharonville Plant
SILVERTON	Meier's Wine Cellars, Inc.
SPRINGFIELD	The Airetool Manufacturing Company
	Springfield Furniture Works, Inc.
	The James Leffel and Company
	Kelsey-Hayes Company, Steel Products Engineering Co. Division
	International Harvester Company
	The Thompson Grinder Company
	The Springfield Metallic Casket Company, Inc.
SUGARCREEK	Sugarcreek Dairy
TIFFIN	American Radiator and Standard Sanitary Corporation
TOLEDO	The Toledo Trust Company
	Toledo Board of Trade
	The Babcock Dairy Company
	General Motors Corporation - Chevrolet Passenger Transmission Division
	The Blade and Toledo Times
	Champion Spark Plug Company
	Coca-Cola Bottling Company of Ohio
	Kaiser Jeep Corporation
TWINSBURG	Chrysler Corporation, Twinsburg Stamping Plant
UHRICHSVILLE	The Ross Clay Product Company
	The Evening Chronicle
UPPER SANDUSKY	Westinghouse Electric Corporation

URBANA	Dare Plastics, Inc.
	Grimes Manufacturing Company
	The Hall Company
	The Kirby Hatcheries, Inc.
	The W.H. Marvin Company
UTICA	Velvet Ice Cream Company, Inc.
VAN WERT	Kennedy Manufacturing Company
	Aeroquip Corporation - Industrial Division
	Borden Foods Company
	Central Mutual Insurance Company
VANDALIA	American Machine and Foundry Company, Leland Airborne Products
VERILION	Wakefield Corporation, Wakefield Lighting Division
WADSWORTH	R.J. Industries, Inc.
	The Wadsworth Brick and Tile Company
WALBRIDGE	The Chesapeake and Ohio Railway Company
WALTON HILLS	Ford Motor Company - Cleveland Stamping Plant
WILMINGTON	Beckett-Harcum Company
	Textron, Inc., The Randall Company Division
	Cincinnati Milling Machine Company, Cincinnati Lathe and Tool
WILMOT	Alpine Cheese Factory, Inc. - Alpine-Alpa Chalet
WOOSTER	Frito-Lay, Inc., Mid-Central Division
	Rubbermaid, Inc.
XENIA	Elano Corporation
	Kroehler Manufacturing Company
	Super Value Stores, Inc.
YELLOW SPRINGS	Antioch Bookplate Company
YOUNGSTOWN	Schwebel Baking Company
	WKBN Broadcasting Corporation (AM-FM-Television)
	Youngstown Hospital Association
	The Isaly Dairy Company
	Mahoning National Bank
	Saint Elizabeth Hospital
	WYTV Inc., Channel 33
	Ward Foods, Inc.